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74th YEAR

OCTOBER 1951

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Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Co., 106 Water St., New York 6, N. Y. Subscriptions \$3.00 a year, 50 cents per copy, October, 1951. Vol. 74, No. 10. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.



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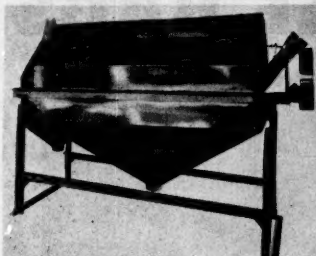
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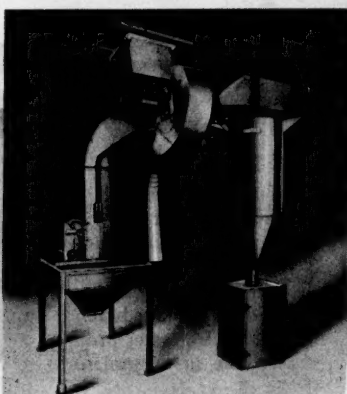


for auxiliary use with
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For the most perfect cleaning operation in removing sticks, strings and other trash, use our Rotary Screen in conjunction with Burns recirculating Green Coffee Cleaner.

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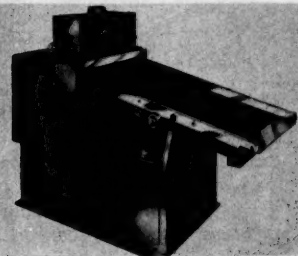
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OCTOBER, 1951

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If you are interested in Steepolator Coffee Bags for your private label in less than 1,000 case lots, we will be glad to refer you to large roasters and packers now supplying more than 200 private Steepolator brands to grocery jobbers, supermarkets and chains.



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TYPE OF BAG: Automatic
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CLOSURE: Tin ties
OUTER PAPER: 50# White S. C. Unembossed
INNER LINER: 30# Amber Glassine
INKS: Two colors, High gloss



DESIGN: Highly visible modernization of old package design. Note blank space at bottom of bag for date imprint when coffee is ground in order in store.

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Our research staff is constantly seeking to improve on present packages and develop new packages for the coffee field. Check with Continental about *your* problems.

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OCTOBER, 1951

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES

and The Flavor Field

74th Year

OCTOBER 1951

Vol. 74, No. 10

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Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, D. M. Brody; Business Manager, E. Redmond; Circulation Manager, E. Patterson.

Representatives: **Chicago** — Joseph Esler, 6241 No. Oakley Ave.; **New Orleans** — W. McKennon, 627 Dumaine St.; **San Francisco** — Mark M. Hall, 461 Market St.; **Mexico City** — Douglas Grahame, Apartado 269; **Rio de Janeiro** — A. Sampaio Filho, Rua Quitando 191; **Santos** — Tullio Catunúa, Praça Maua, 29-s/217.

Subscription: \$3.00 per year, U. S. A. and South America; \$3.50 Canada; \$4.00 foreign. Published monthly. Copyright 1951 by The Spice Mill Publishing Co., 106 Water St., New York 5, N. Y.

74th Year

T. M. Reg.



Pioneer Publication in Coffee, Tea, Spice, Flavor

FROM

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SEPTEMBER 30, 1950

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The convention site—Hotel del Coronado, Coronado, Calif.

NCA Convention 1951

This year, for the first time since 1948, delegates to a convention of the National Coffee Association will hear plans for large scale, industry-level coffee promotion.

The plans will be presented to NCA's 1951 conclave by the Pan-American Coffee Bureau, according to the tentative convention program.

Long awaited by the coffee trade in this country, the presentation will mark the renewal of shoulder-to-shoulder efforts by the coffee industries of the producing countries and the United States to restore losses in consumption here and enlarge the market.

In addition to news on the promotion program, the annual gathering of coffee men from all sectors of the industry will hear experts report on trends in production, public relations, price control, smoke abatement, brewing, coffee management and sales problems.

Special trains will bring the bulk of the conventioners to the Hotel del Coronado, Coronado, California, where the sessions will be held from Monday, October 22nd, through Thursday, October 25th. Other conventioners will fly to the site, which is near San Diego, many will drive—and if travel to preceding conventions is any indication, some will even go by water.

As usual, business sessions will be confined to the mornings, with the rest of the time left free for recreation and social activities. The West Coast trade, hosts at the convention, promise an entertainment program which will make Coronado a memorable event.

Delegates will be welcomed at the opening session on Monday morning by E. F. Hoelter, president of the Pacific Coast Coffee Association. He will be followed by William E. Waldschmidt, who as chairman of the convention committee will outline the program for the days ahead.

Events during the difficult year since the last NCA

conclave will be summarized by James A. De Armond, as president of the association.

Mr. De Armond will be able to report that although the national emergency continued, the uncertainty and concern about the future prevalent at the time of the last Boca Raton convention has dwindled in the face of an energetic and mature approach to its problems by the industry. Progress has been made in improving the public attitude toward coffee, the coffee supply picture for the next few years is now healthy and hopeful, and problems posed by the emergency have been met, in the main, without dire strain on the trade as a whole or on individual companies.

Coffee production and policies in the countries of origin will be reviewed by Dr. Walder Sarmanho, president of the Pan-American Coffee Bureau and representative of Brazil to that body.

The opening session will also be marked by the introduction of heads of regional coffee associations and distinguished guests from producing countries.

The next morning, NCA Executive Vice President W. F. Williamson will give his report, and Jerome S. Neuman, chairman of the Publications Committee will review his group's activities. Then the Pan-American Coffee Bureau will take the platform for its presentation of developments on national promotion.

The Wednesday session will hear one of the key speakers of the convention, Edwin G. Nourse, former chairman of the Council of Economic Advisors to the president of the U.S., discuss the question, "Is Stalin Right about Free Enterprise?"

Further progress in the battle to eliminate smoke from coffee roasting will be revealed by John E. Mazzei, chair-

(Continued on page 18)

The emergency is still with us, but the coffee industry is better organized, public attitudes are healthier and the supply picture is less clouded

Outlook is better now than last year

By JAMES A. De ARMOND, *President
National Coffee Association*

In commenting on the 1951 convention, I feel it necessary to make some mention of the fact that it is being held in California. The selection of Coronado as the site for this year's meeting, just four years after the historic meeting at Yosemite has, I think, particular significance. There may be many and varied opinions concerning the "One World" idea, but there can be no denying the fact that the United States has become one country. In 1911, when the Association was founded, and for many years thereafter, the idea of holding coffee conventions in successive years in Yosemite, Bretton Woods, Boca Raton and Coronado would have been easily placed in the realm of the fantastic.



Today such fact is taken as worthy of only passing comment.

It has, in my opinion, been of the greatest value to the trade that the association has so quickly recognized and exploited this fact of 'oneness' which so uniquely characterizes our great country. It has been due to this fact that to a rapidly growing degree, members of the association are ceasing to be coffee men of Tennessee, coffee men of New York, coffee men of Missouri or of the Mid-West, New England or wherever, and are becoming coffee men of the United States.

More and more coffee men are considering attendance at annual meetings as an absolute must in their year's activities, and more and more these men are learning from actual experience the market problems and customs of every section of the country. This cannot help but be good, for men take back from conventions the best ideas, the best practices and the best procedures, and so the tendency is to raise the industry in these fields to the highest common denominator.

The fact that our meetings have no boundaries, no time or space limitations also illustrates the fact that no section of the country is, any more, a thing to itself. The coffee market is the United States market and a proper understanding of the problems of the area in which one operates necessitates a sound understanding of the problems of the whole market.

I am completely confident that everyone attending this meeting will have a really wonderful experience, and I'm completely confident that West Coast hospitality will be

entirely equal to the occasion, but I think it is well that we keep these other factors in mind, too. The hospitality, the wonderful hotel, the famous climate we will all enjoy, as we should—but the purpose of the meeting is nevertheless practical and intensely serious.

The last meeting of the association at Boca Raton was held in an atmosphere of emergency, uncertainty and serious concern for the future. The emergency continues to be with us, as apparently it will be for a very long time to come. In other ways, however, the outlook is greatly improved. Instead of uncertainty we now have reason to believe that we are well organized and equipped to handle our industrial problems as they arise, without strain on the industry or the organization. The problems that have arisen have been handled as we have come to expect, with the very minimum of trouble to individual companies.

To find how well we have fared, we only have to exchange experiences with friends in other industries. Nowhere, I'm certain, will one find an industry as well informed on the exact things they need to know for successful adjustment to the government's myriad of restrictions and regulations, and nowhere will one find individual rulings so happily adaptable to sensible operation. From past experience we had reason to believe that this would be so, but we now have the advantage of a successful "dry run" which must add immeasurable to our confidence that these advantages can be continued.

Met issue head on

We had considerable reason last year to fear the effects of the extremely bad public reaction to price developments within the industry. The industry fortunately met this issue head-on, and in the short time intervening, we have succeeded not only in reversing and offsetting the weakness in public relations from which we suffered, but have established a tested pattern of procedure from which we can be certain of completely regaining for coffee the position it formerly held in the affection and regard of the general public.

During the year just past, too, we have had an opportunity to make a calm and unhurried survey of our supply picture. Such a survey develops a picture which is not nearly so bad as some alarmists would have had us think, and is as a matter of fact rather healthy and hopeful. While we need anticipate no great glut of coffee in the next few years, supplies seem certain to be fairly adequate and certain to grow in amount.

(Continued on page 33)

We've surmounted problems without serious strain, but . . .

Let's not become complacent

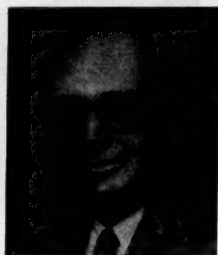
. . . rapidly moving events can hit the industry at any time

By W. F. WILLIAMSON, *Executive Vice President
National Coffee Association*

The year since the last convention has been notable principally for the unfortunate things that did *not* happen. Neither governmental regulations, possible shortages of manufacturing materials, nor any other of the myriad of potential dangers visible last December, turned out to be as formidable as they had appeared.

The year has not been one of unremitting sunshine, however. If the storm didn't break, neither did the clouds disappear. Any temptation toward complacency has to be sharply checked by the fact that rapidly moving events, expressed in days, hours and minutes can vitally affect our industry, are entirely unpredictable and, to a considerable extent, are beyond our control.

We are now operating in a period of emergency which is nonetheless serious because the causes of the danger are, at the moment relatively dormant. We, along with all other



American businessmen, have been going through the classic experience of nervous frustration exemplified by the hotel guest who spent a sleepless night vainly waiting for the man upstairs to drop the other shoe.

It is fortunate, perhaps, that we are not, entirely unfamiliar with the situation. Casual recollection will indicate that during the past decade we have never been free of an emergency of some kind. The relative ease with which these have been surmounted has created a toughness and a certain amount of contempt.

This may be to the good if we don't let our feelings of contempt for danger cause us to lose sight of the fact that the danger is there and that the emergency which seems like just a minor irritation today may suddenly become a matter of life and death tomorrow.

Such situations are handled by recognition of the problem and advance preparation.

While it is impossible to predict with exactness the course of future events, it is possible to anticipate many adverse situations and so to cushion any possible shock. This is the function of the National Coffee Association—and the major factor in the discharge of that function is the annual convention.

(Continued on page 35)

Treat awaits Coronado conventioners

Delegates to the convention of the National Coffee Association at the Hotel del Coronado, Coronado, California, are in for a treat.

Harry Ward, managing director of the famous seaside resort, has promised a blending of tradition, location, service, comfort and *ne plus ultra* in food and drink—including coffee!—that will long be remembered.

The Hotel del Coronado is ideally situated, with the Pacific Ocean on one side and the broad expanses of San Diego Bay on the other. The huge hotel is built around an acre patio garden, famed for its semi-tropical verdure. On the ocean side of the hotel are the facilities of the Beach and Tennis Club, a beautiful swimming pool flanked by a delightful sand beach and gay cabanas. The pool is filled with filtered salt water that comes from deep wells and is kept at a constant temperature of 76 degrees. The championship tennis courts—four of them—are also on this side of the hotel. Use of the pool and the courts is complimentary to convention delegates and guests.

For those who love sailing—or think they would like to try sailing—Coronado is a paradise. Glorietta Bay is literally

right in the front yard of the hotel, and the smart trim boats of the hotel's own Rainbow Fleet are available at a nominal rental. If you are a yachtsman, Mr. Ward says, and would like to sail your yacht to the convention—come right long. Anchorage at the Coronado Yacht Club, in Glorietta Bay, is available—and you are but a few steps from the hotel. Cruises on the bay will be most interesting, as a number of ships of the United States Fleet will be in the harbor at the time of the convention.

Golf is available at the near-by Chula Vista Club, or, with a 40-minute drive, at the Rancho Santa Fe Club.

Deep-sea fishing addicts will find fishing at its best in Coronado waters and boats will be available for a morning's—or day's—sport.

Horseback riding has a double thrill at Coronado, with the ocean on one side and San Diego Bay on the other.

A trip to Tijuana, Mexico is a real "must" for every one attending the convention, Mr. Ward suggests. The sights are fascinating, the shopping possibilities intrigue the ladies, and jai alai games are sensational. The Sunday horse racing programs are very good, too.

Best Wishes
to the N. C. A. Convention

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Coffee's public relations program

Plummeting goodwill in the wake of the 1949 rises caught the U. S. trade unprepared. It won't happen again. Here's why.

By **JEROME S. NEUMAN**, *Chairman
Publications Committee
National Coffee Association*

To give a clear picture of the National Coffee Association's public relations program as it stands today, it might be well to make a recap of the program we were conducting a year ago. It was a sound, though limited program, operating in a single direction and of necessity slanted to a single objective: offsetting the public misunderstanding, irritation, and distrust which suddenly fell upon the coffee industry the year before.

It is possible that well-organized and well-managed trade groups, like human beings, never know the possibilities of dormant resources or the power of hidden strength until a crisis demands that they be brought into full and immediate play. This was true, at least in our case. Perhaps no industry was suddenly so friendless, so unprepared for its overnight loss of favor with the public, so much in need of a going public relations program—as was the coffee industry following the drastic price hikes of 1949. But by the same token, it is doubtful that any industry ever rose more quickly or effectively to the challenge.

Time only to act

The National Coffee Association's board of directors appointed a Publications Committee, of which it has been my privilege to act as chairman, and asked us to work out the quickest possible solution. Had there been time to sit back and examine the frightful proportions of the problem before us, subsequent progress might have been smothered by temerity. Instead, we had time only to act.

We worked out a basic plan, we got it approved, and then we put it to work. The details of that plan were outlined last year and there is no need to mention them now. But we will point out that the plan worked. It worked far better than the Publications Committee—in all of its zeal and optimism—had any right to expect. And by the time of last year's convention we were able to report that the tide of consumer resentment had been turned. Even in so short a time and supported by inadequate funds for an all-out program, we had been able, generally speaking, to replace public suspicion with trust, and public anger with an understanding of the industry's own problems.

This was good, of course, but it wasn't good enough. When we carried our favorable news to the convention, we underscored the need for a continuing, permanent Public Relations program—on an enlarged scale. The coffee in-

dustry asked the Publications Committee one question: Do you have something worked out? We had. The board studied the enlarged plan and gave us the nod.

Thus, in February of this year, we were able to forge full-force ahead. This basic pattern previously employed was expanded to include three weekly releases to our 35-member Publications Committee. The committeemen in turn distribute these stories to newspapers and ration stations on the local level, and due to personal contacts in their home areas, get consistently fine results.

Radio, too

Our extended reach also allowed us to go into influential fields which had formerly been beyond our realm of operation. In the trade journal field, for instance, we crashed the biggest magazines and the best—with full-length, illustrated articles. In the field of radio, we have invaded the networks, as well as countless local stations. Transcriptions, newscasts, women's commentators, have carried our public relations stories to consumers in every town and hamlet in the United States.

Among other things, consumers have been told that the coffee industry is a service business, that the blending and roasting of coffee is a very precise skill, perfected by coffee firms to bring consumers maximum enjoyment from their favorite beverage; that in this country consumers are able to enjoy the very finest coffee in the world. Restaurant operators have been told that good coffee means good business, and they have been told how to make that good coffee. Management has been told that time out for coffee means more efficient office and factory workers.

Again and again

These themes have been repeated over and over again in the nation's press, over the air, in television broadcasts. Wire services flashed our releases to thousands of newspapers from coast to coast. Our stories went to city editors, business editors, columnists, women's page editors. In the field of news we were frequently able to create our own by anticipating, or have special knowledge of, events about to occur. In the few times that stories, based on misinformation, threatened harm to the trade, we were able to counteract them quickly and effectively with releases of our own.

But there is one point that is more encouraging than anything yet mentioned. The coffee men of the United States have demonstrated through a wholehearted acceptance of the public relations program that they never again want to be—or expect to be—caught short with their customers.

As long as they support their national association in its public relations work with the kind of unselfish and active cooperation they are now offering, you can bet your last bag of coffee that they won't.



From plantation



to cup



Pan-American Coffee Bureau

Serves the entire Coffee Industry

Perhaps the best way to define the significance of the Pan-American Coffee Bureau in relation to the coffee industry as a whole is to re-state its objectives:

1. To create a better understanding of the relationship between the Latin American coffee-producing countries and the American consumer, in terms of international trade and mutual interests in a free world.

2. To cement good relations between the producers of coffee and those who import

and roast it for distribution to the ultimate consumer.

3. To promote continuously the desirability of coffee as America's best loved beverage, so that the Bureau's advertising and public relations efforts will provide a background for the more effective promotion of roasters' individual brands.

With all factors in the coffee industry co-operating in the achievement of these objectives the industry as a whole must inevitably benefit.

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120 Wall Street, New York 5, N. Y.

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EL SALVADOR

COLOMBIA
GUATEMALA

COSTA RICA
HONDURAS

CUBA
MEXICO

DOMINICAN REPUBLIC
VENEZUELA

The restaurant operator is not only a coffee consumer,
he's a coffee salesman . . .

Now is the time

... for the coffee industry to give him practical help
on his Number One beverage

By **PHILIP I. EISENMENGER**, *Chairman
Hotel and Restaurant Committee
National Coffee Association*

For the past two years one of the most insistent coffee slogans directed at the hotel and restaurant trade has been the statement—"Now is the time to serve the finest cup of coffee you have ever made."

While there is no way of determining exactly how effective the campaign has been, in view of the generally increased cost per cup of coffee and the public's increased coffee consciousness, I believe it to be a reasonable slogan and a very good objective to hold before the individual restaurant operator.

During the same period of time (and for even longer) our coffee industry has also been considering ways and means to help the operator produce and sell that finer cup of coffee. But as of this date, we have not come up with anything very practical or helpful. As a matter of fact, we have not even come up with a good slogan. We are still in the process of "considering" the problem.

As a member of one of the committees charged with that "consideration," I recognize that understanding a problem is a necessary first step before providing a concrete solution. However, as pointed out twice before in these same pages during this same pre-convention month, it does seem that *now* is the time to get going on some project or campaign that will render practical assistance to the restaurant operator who is doing his best to maintain coffee's position as the number one beverage.

If all this sounds vaguely familiar—like a voice crying in the wilderness—I should like to point out again that the hotel and restaurant (or "institutional") market is a very, very big wilderness—and growing bigger every year.

Although most of us have grown practically shock-proof to statistics, some of the recently compiled figures on food service industry sales should make you sit up and take notice . . . should even make your mouths water a little. For instance, according to an analysis recently made by the Ahrens Publishing Co., there are 541,000 food service units presently operating in the United States—which means over a half million outlets selling *your* coffee to the public. But now listen to this one. The total, annual, on-premise food and

beverage sales of these outlets come to the staggering figure of \$14,092,890,000!

That gives a rough but rather impressive picture of the size of the wilderness in which your Hotel and Restaurant Committee has been crying (and "considering") for the past several years . . . and in which comparatively little missionary work has actually been started.

How much of that 14 billion sales total is being spent for coffee is difficult to determine. In 1948 the Joint Coffee and Restaurant Committees figured that 20 per cent of the 2¼ billion pounds of coffee consumed in the United States, or 450 million pounds, was brewed in public eating places. Many analysts believe the present percentage to be even higher. But in any case, it most assuredly ain't hay!

Moreover, there is the additional and highly important fact that the institutional operator is both a consumer *of* and a salesman *for* your product. He thus deserves double consideration whenever our industry tries to decide how and where its educational and merchandising monies should be spent.

The tea people, who are well aware of this double-duty aspect of the institutional operator, have been cashing in on it via a double-barrelled campaign to help him sell better tea (iced) and more tea. These objectives are being reached by convincing the operator that a double-strength tea formula, properly merchandised through back-bar advertising, will definitely and drastically increase sales. It's as simple as that, and so far, amazingly successful. Moreover, the important dividend that will accrue to the industry is the increased home tea consumption that will undoubtedly follow the discovery of many restaurant customers that double-strength iced tea is an excellent drink.

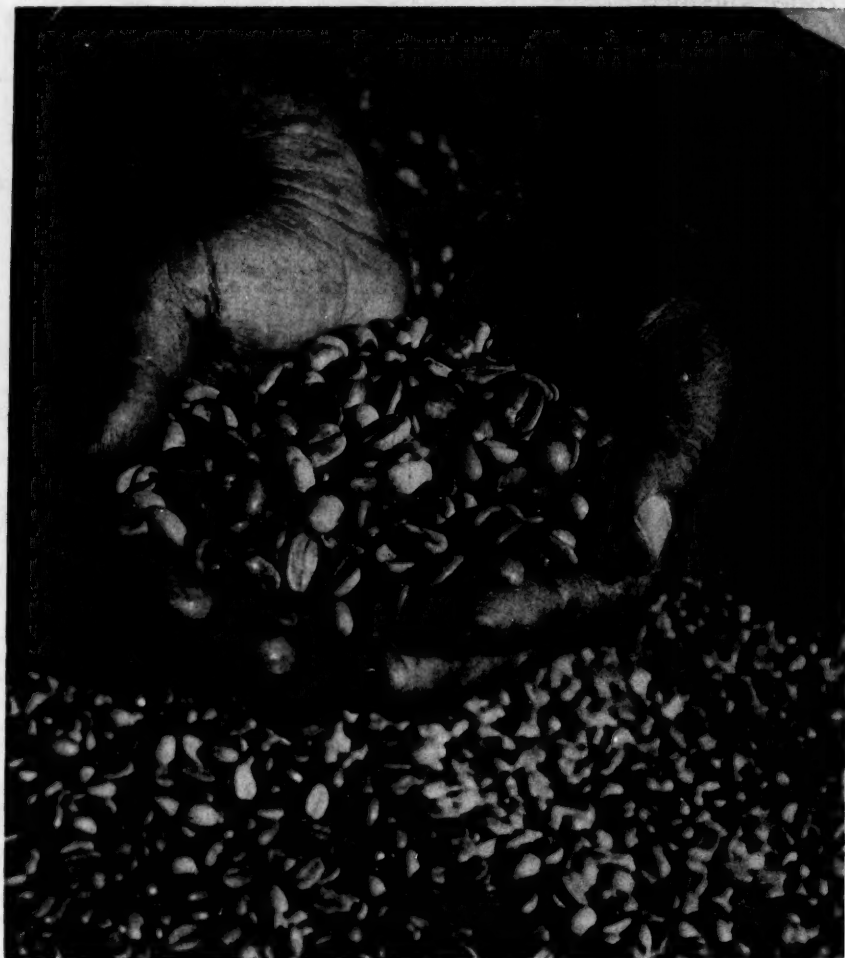
It must be admitted here that teaching hotel and restaurant operators the artistic science of proper coffee brewing is a bit more difficult than teaching them the simple rules of good tea brewing. But we must also consider the fact that most restaurant operators and their staffs have long regarded tea as a more or less necessary nuisance, whereas they have always been willing and eager to accept any help we can give them when it comes to coffee.

The reasons for this receptive attitude are obvious and can be summed up in the generally accepted statement, "Good Coffee Is Good Business." In this connection, I should like to reprint a significant paragraph from the 1948 "Report of Coffee in Public Eating Places," which was made by the

(Continued on page 63)



OF SPECIAL INTEREST TO REGIONAL ROASTERS



Our green coffee service has proven especially helpful to roasters with moderate volume and is based upon the following factors:

1. A keen appreciation of the roasters' problems with access to large and assorted supplies of spot and afloat coffees.
2. Direct connections with dependable shippers.
3. The proven ability to cup coffees to meet the special needs of our customers.
4. An experienced organization with the will to serve constructively.

We offer this service to roasters with the assurance that we can help them cope with their buying problems in these difficult, changing times, and assist in developing sales volume.

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Henry M. DeHos

New York 5, N. Y.

New York Sales Representative: THE EAST ASIATIC COMPANY, INC.

We are only middlemen

... seeking to restore confidence between Mr. Grower and Mrs. Housewife

By **EDWARD BRANSTEN, Jr.**, Director
National Coffee Association

I have been asked to write an article for the forthcoming NCA Convention Issue of Coffee & Tea Industries, and I can only write on the subjects which are uppermost in my mind, which come under three headings: Total coffee consumption in this country; quality coffee consumption in this country, and cooperation between producing and consuming elements in the trade.

The coffee industry has lived through many years of business, but I specifically belong to the younger generation, and remember only the last 20 years in fairly accurate detail. I remember the depression and the prewar years, and then the postwar era. I remember periods of good feeling between the United States and Latin America, and I remember periods of tension. Naturally, there was ill-feeling during the depression, but this tension extended to all branches of the industry, and was as common in this country as it was between this country and foreign countries.

During this period, I was in sections of the Middle West, where entire life's savings were wiped out. In one area that I visited, all banks were closed—this even before the bank holiday—and people had to live from day to day through a system of barter for goods in exchange for services.

During this time and immediately prior to our entrance into the war, coffee prices reached an all-time low, at least in modern history, and our government, with the cooperation of the wiser elements of the coffee trade, took a statesman-like approach toward solving the extreme distress caused by the low prices in Latin America. We realized that more than just expressions of neighborliness and friendship were necessary; a concrete act to help their disastrous situation was necessary. In blunt words, the prices of coffee had to be raised.

We made an unprecedented treaty, ratified by our Senate, to market coffees in this country in an orderly manner, and thereby improved the price condition. In subsequent years, it was shown that if the price of coffee was raised moderately, there would be no hurt to the consumption of coffee in the United States in any way, and that these higher prices were of vast benefit, not only to Latin America itself, but to us also in our reciprocal trade with them.

We are today faced with an opposite situation, in which many people are apprehensive lest the present prices of coffee cause distress to the consumers in this country. Many of the older heads of the industry feel that the same dangerous cycle of high prices, over-production and under-consumption may begin to balance off years of the opposite trends.



We have told our friends in Latin America over and over that the consumers in this country—not ourselves, who are only processors—are sensitive to the price of coffee today.

When we are told that the prices of coffee are only the natural result of supply and demand, we wonder why there are government entities in the major producing countries supporting the present prices at levels which we are told are "natural." "Natural" prices and "artificial" supports are mutually exclusive terms.

It should be clear to our friends and neighbors in the producing countries that we are only middlemen: that we are seeking to restore confidence between Mr. Grower in Latin America and Mrs. Housewife here; that there must be compromise from both; and that the producing countries have the most to gain from moderate prices bringing fair returns at a large volume at levels which the American consumer is happy and willing to pay.

At the beginning of this article, I made mention of consumption of quality coffee. Many elements of the American coffee trade, including the one which my firm represents, have been most active in the improvement of coffee quality and the promotion of a better beverage for the consumer.

At a time of very high prices, the consumption of quality coffee perhaps is subject to greater hurt than other elements of the industry. It is our considered opinion that such a condition carries with it the seeds of ultimate danger and damage to the whole industry.

Producers of quality coffee have done a great service for the entire industry. It is principally through their efforts, in our opinion, that consumption of the beverage in the United States has reached an all-time high. The theory on which this increase has been founded is very simple: It is that people will consume more of an article which is superior or which they like. Therefore, if the quality standards of consumers are made to suffer through too high prices, the trend of consumption—not only of high quality coffees, but of all coffees—is liable to be hurt.

We ask that the people in Latin America realize this. We have studied their problems and realize that a fair return on their production is necessary for sound economy, but they also must have an understanding of our problems. We simply say to them that we do not want to influence the consumers into constantly shopping for price instead of quality.

Let our coffee producing neighbors understand our problems as we have tried to understand theirs, and let us have moderation and compromise from all sides in the trade.

International Coffee Corp. formed

Articles of incorporation were filed recently in Albany, N. Y., for the International Coffee Corp., which will deal in coffee and tea.

The directors are George Popkin, M. J. Laurie and William F. Brown, all of New York City.

Remember the last valorization!

By A. A. ANISANSEL, President

Green Coffee Association of New York City, Inc.

A year ago, in writing for this publication, I stated the opinion that the tremendous expenditures by the United States for armaments and the necessity for maintaining the goodwill of Latin American countries indicated high prices for coffee for the foreseeable future, with the demand of the Armed Forces offsetting somewhat the lessened demand of housewives.

I naively and hopefully intimated at the time that during the ensuing year the coffee industry might anticipate a return to something closer to normalcy in business. It would be very refreshing now to look back and say that we have made some progress towards this goal, or that we, in the coffee trade, have some good reasons for being less confused. Unhappily however, I do not believe that such is the case.

We still have the Korean situation, seemingly potentially even more explosive than it was 12 months ago; the high prices of coffee are still with us; and the tremendous govern-

mental expenditures appear to loom larger and larger on the horizon for many years to come.

In addition, we now have the added uncertainty of the active support by official and quasi-official entities of the producing countries. Seemingly neither of the major producing countries is contented with anything less for their principal export than U. S. ceilings, which were set at a time when coffee had reached the highest point in history.

Can anyone in Brazil forget the debacle which followed their last excursion into the realm of valorization, when it became necessary to destroy some 70,000,000 bags of coffee at a terrific cost to the country as a whole, even though the market at that time was only, say, 15 to 20 per cent of present levels? If history repeats itself, and it so often does, high prices obviously make for increased acreage devoted to plantings, and nature has a way of compensating for the lean years by producing bumper crops. If Brazil is once again embarking on true valorization, can she or any country afford the tremendous out-pouring of money to finance such an enterprise? Would it not be far more desirable for Brazil in the long run to allow the market to seek its own level, be it up or down, at the same time enhancing her income by strenuous efforts to increase the consumption of the "green gold" of which we are all so fond.



N C A Convention — 1951

(Continued from page 9)

man of NCA's Smoke Abatement Committee and head of the smoke abatement group at the New York Coffee Roasters' Association.

"The Coffee Trade and the OPS" will be discussed by Mark L. McMahon, head of the Imported Foods Section of the Office of Price Stabilization and a former coffee man. Conventioneers with representative problems along these lines will have an opportunity to get first-hand authoritative answers to their questions.

A highly significant event in the brewing end, the development of specifications for a standard military coffee urn, will be reported by Paul E. Whittington, of the Military Planning Division of the Office of Quartermaster General, U. S. Army.

The Wednesday meeting will also see the unfolding of NCA's second open forum, where conventioneers will be able to discuss informally and from the floor current problems in management and sales promotion. Last year's forum was sparked by some of the most cogent and forthright remarks on coffee problems made during the convention.

At the final session, Thursday morning, the conclave will hear reports of standing and special committees, pass on resolutions, and elect officers for the coming year.

Socially, the convention will be warmed up well before opening day by the delegates on the special trains. On

Monday the West Coast trade will start things going formally and in high gear with a Spanish Fiesta in the evening at which the Pacific Coast Coffee Association will play host.

Earlier that day, conventioneers will be invited to a boat tour of San Diego harbor, reported to be one of the most beautiful in the country. Also scheduled for Monday is a pitch-and-put tournament.

Tuesday afternoon the annual golf tournament will get underway, as will the fishing contest. In the evening the whole convention will travel via busses to Tia Juana, in nearby Mexico, to watch the jai alai games.

Wednesday afternoon a fashion show, which seems to attract coffee men as much as it does their wives, will be staged at the Hotel del Coronado. The same afternoon roasters and green coffee men will move onto the softball field for the annual tussle with bat and ball. A horseshoe pitching contest—entirely separate, it is hoped, from the softball game—is also scheduled. For those who like their sports more sedentary, bridge and canasta tournaments will be held.

Wednesday evening the social program will reach its peak with the annual banquet of the national association.

Those attending the convention are extended the courtesy of the convention rate both for a few days before and after the convention itself, hotel manager Ward indicates.



Hotel del Coronado, Coronado, Calif., site of the 1951 coffee convention.

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Greetings

to the 1951 Convention

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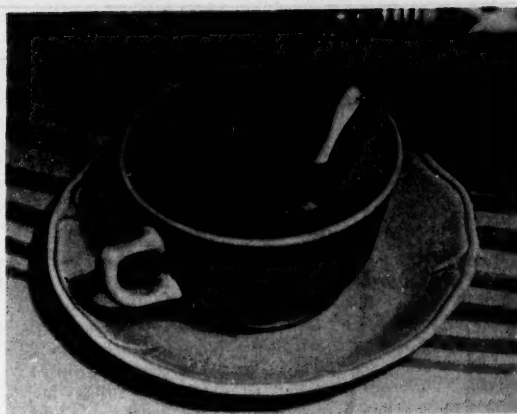
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FAIRCHILD & BOLTE

NEW YORK

Cans for coffee

"Adversity, comfort and hope" for roasters who package in metal

By T. CARROLL WILSON, *Chairman
Packaging and Containers Committee
National Coffee Association*

"Adversity is not without comfort and hopes." This simple quotation from the writings of Sir Francis Bacon expresses more neatly than any coined group of words just what has taken place in the coffee packaging picture during the past ten months.

For the sake of simplicity, let us say that to the best knowledge of the Packaging and Containers Committee of the National Coffee Association there have been no special problems, if any, thus far with respect to paper-packaged brands. Glass has not been a matter of immediate concern, except for roasters worrying about where to get it if, as, and when they might need or want it.

But for roasters who package their coffee in metal cans—headaches galore! Jitters and bugs; bugs and jitters; butterflies where they shouldn't be, and everything else for months and months going way back to the early part of the year. But like the hill that is never so steep when you start to climb as it looks from the distance, the uncertainties thus far have faded into relative insignificance.

As things have worked out, it has been mostly "wolf, wolf," and the Packaging and Containers Committee hasn't had a great deal of work to do, thanks to the fine record established by our industry with government agencies during past years in only asking for what the public requires—not more. Thanks also to the intelligent and sound basis on which this particular industry problem has been represented to the responsible departments and agencies of our government by the executive vice president of the National Coffee Association.

And right here we might well add a note of compliment and thanks for the fine support, assistance, and cooperation that the coffee industry has received from the Can Advisory Committee to the National Production Authority and the Department of Agriculture, a committee composed of outstanding representatives of the Can Manufacturing Companies of the United States.

Early in the year, things didn't look too bad. NPA Order M-25 was issued January 27th and coffee (except for very large sizes) was put into "blackplate" in unlimited quantities. We could live with that. More costly to roasters than tin cans, strangely enough, but it would still preserve vacuum-packing. Quotas existed only insofar as "earmarked" tinplate was still available. The National Coffee Association had a hand in obtaining broad options

in "base period" calculations and apparently no one in the trade suffered—except that soon there didn't seem to be enough plate of any kind to take care of coffee industry allotments—tin, black or what-have-you. So it wasn't long before everybody began to get quotas—lower than low—not via the container order, but from the can manufacturers themselves because they couldn't even get the plate necessary for can deliveries on anything more than a starvation basis.

After going through all of this pain and agony for a number of months—and having promises of can deliveries cut down so low that the mere thought of it brought spots before your eyes—things began to brighten a bit. The can manufacturers said, "We can do better next quarter," and they did. The government never did "knock coffee in the head" and, when the control agencies got things working on a more organized basis with respect to steel allotments, they apparently made it possible for the can manufacturers to do what they had been striving for all along—take care of the coffee business on a basis adequate to continue meeting consumer demand.

In the most recent revision of the container order, M-25, coffee is given 90 per cent of the optional 1949-1950 base periods, which the National Coffee Association considers quite realistic under existing circumstances and, for the present at least, satisfactory and adequate if the can manufacturers are given the metal (as it appears they will be) to produce on this basis. Certainly it is better to get 100 per cent of a 90 per cent quota than only 60 per cent of a 100 per cent quota.

The coffee industry, this committee thinks, should be proud of the fact that in the most recent revision of the can order coffee has been recognized in its quota percentage as being more important to the welfare of the people of the United States than a certain other to-some-folks-delightful beverage, as well as more important than the acme of "cuisine" for our favorite pets.

The ultimate objective of "the National Coffee Association will only be realized when, if the circumstances of industry requirements make it necessary to go that far, the Packaging and Containers Committee is successful in getting the government to classify coffee in the top quota bracket—"Essential and Perishable."

So we have faced "adversity." We have had a great deal of "comfort," and we still can have "hopes."

Isbrandtsen names Robert Hilton Co.

Isbrandtsen & Sons, New York roaster and packer of 26 Brand coffee and tea, has appointed the Robert Hilton Co. as its advertising agency. Newspapers, radio and outdoor billboards will be used for Isbrandtsen, previously serviced by Cowan & Dengler.





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This changing coffee industry

New developments are continuous, inexorable, dynamic

—and affect each of us. What should we do about them?

By **ROBERT SWANSON**, *President
Chicago Coffee Association*

Basic trends in the distribution and consumption of a product developed so slowly that a current view of an industry gives the impression it is static. From this it is very easy to presume that the present represents the ultimate development of merchandising. This presumption would direct policies toward merely making the best adaptation to existing conditions.

Thoughtful review of the coffee industry's history should quickly dispel any natural tendency toward presuming it will not continue to change. This change may be slow, but it is continuous and inexorable in its impact on all of us. My first premise then, is that a constructive view of the coffee industry must presume that basic changes in distribution and consumption are progressing daily. Regardless of how slight the daily increment to this trend, it is occurring every day as a dynamic force.

Once accepting change as inevitable, what should be the industry's attitude toward change? A passive view could only suggest making the best adjustment after the change occurs. Such a passive attitude toward change must be discarded by the coffee industry as wasteful of great opportunities. Instead, it must be presumed that changes or trends occur not by chance but for reasons, and that it is imperative that the coffee industry make every possible effort to direct or influence changes that will redound to the benefit of the industry. The National Coffee Convention at Coronado . . . a constantly active national association . . . active local associations . . . these are unifying forces augmenting the power to influence the course of change. These forces, however, will only be effective if all members of the industry accept the dynamic viewpoint that: (1) change is constantly occurring and, (2) it can be subject to the deliberate influence of the industry.

Let these comments sound like mere dialectics, take a homely instance of the conditions so often found in our own experience. At a recent dinner party, a friend asked me to make the coffee. I used the host's usual coffee, but everyone exclaimed on the wonderful flavor and solicited my secret. The secret was that I used about twice as much coffee as that housewife normally does. I have seen it happen often enough to be convinced that most consumers would be much better satisfied with their coffee if it were brewed stronger. Economy is an influence, but in most cases,

education to a better product would be a stronger force than economy.

Promotion of the standard coffee measure has been part of the industry's effort to raise the housewife's product out of the "dish-water" brew class. This is an excellent example of the direct approach which can be used to influence a consumption trend. Trends are not made overnight, but coffee men can confidently presume that promotion of the standard coffee measure is responsible for some of the additional pounds of coffee which will be consumed today.

Has the coffee industry underestimated its ability to influence total consumption of coffee through betterment of the coffee served in restaurant? It seems that this has either been under-estimated, or the coffee industry has been dilatory in availing itself of the promotional possibilities inherent in the vast restaurant patronage. Improvement of the coffee served in restaurants would be a potent force for exploiting the demand-preference for coffee over other beverages and in developing the coffee appreciation of all classes of consumers.

Instead of availing itself of an opportunity, the coffee industry has permitted the restaurant operator to lead him in a direction opposed to the best interests of both groups. Generally speaking, there has been an obvious decline in the quality of coffee served by restaurants as compared to a decade ago. Again, economy is pointed to as the scape-goat, but if control of the industry's destiny is to be relinquished to the whims of fortune, there will be no progress.

Taste preferences

The restaurant industry has severe cost problems today. That is true, but if restaurants are to lure customers despite necessity for higher prices, their strongest weapon is serving fine foods, and particularly fine coffee—the most important item on their menu. Rather than being antagonistic, the interests of the restaurant man and the coffee man are in harmony. Both will benefit when coffee is served.

In the first four decades of this century, the coffee industry saw a development of taste preferences along very constructive lines. Quality preference developed to a point that dictated much more exacting grading and description of coffees. Lower quality coffees, like Rios, completely lost acceptance in much of the American market. Fine quality coffees like Colombians grew in popularity.

In the last decade, this progress has not continued. The last few years have even seen a definite decline in the general quality of coffee consumed in the United States. Witness the great popularity of African coffees. Note that buying pressure on low grade coffees has tended to drive their price close to that of sound coffees. Some producers, like Mexico,

(Continued on page 61)



Coffee prices are *not* high

Let's put aside the emphasis on price. It's defeatist.

By **WILLIAM MORGAN CAIN**, *Director*
National Coffee Association

Not long ago, while enjoying one of Oklahoma's favorite sports, quail hunting, I came to a small farm operated by two colored people. I asked for permission to hunt on the farm, which was granted, and to show my appreciation I reached in my car and handed to the aged colored woman two pounds of coffee. She thanked me profusely and made the comment that she hadn't been able to purchase coffee since the price had risen so high.

I tell this story because I firmly believe that it represents the exception and not the rule. I have read a number of articles and heard a number of comments to the effect that high prices have decreased consumption, but I do not wholeheartedly subscribe to that viewpoint. It is true that high prices may have decreased consumption among the sub-normal, low income family groups who earn or receive in the form of pensions from \$1,000 to \$1,200 a year. But it has not, in my judgment, affected consumption among the typical low, middle or high income families.

The fact that coffee is up so many cents per pound is not apt to deter the average housewife from purchasing America's favorite beverage. At least this is true in the state of Oklahoma, based upon the records of our own organization, with reference to the sale of our coffee through approximately five thousand retail grocery outlets.

In my opinion the major problem of the coffee roasters today is to bring before all consumers of coffee the fact that the price of our product is not exorbitant when compared with the price of other commodities.

The statistical position of coffee in the years prior to 1945 was so unfavorable to the article that the public had naturally become accustomed to low prices and was entirely unprepared for advances in roasted prices. It is easy, therefore, to understand why consumers have experienced surprise concerning price increases during the past several years.

When coffee was selling at 30 cents a pound, good quality round steak was selling for about the same price, but today the price of steak is a well-known topic of conversation among the housewives. Too many of us, instead of bringing the comparison of prices before our customers, have, when told that coffee was too high, agreed with this statement.

The American people are reasonable people, with normal powers of observation and logic. If we devote our efforts to informing the consumer that coffee consumption has increased per capita, that former supplies have been consumed and that present crops just about cover consumption, I believe that most consumers would understand the price problems of our industry.



We should continually plug the idea that a cup of America's favorite beverage still costs less than two cents per individual serving—nothing satisfies like coffee and it is still the best buy in the beverage field.

At Boca Raton last December, some views were expressed and some fears evidenced that high prices would decrease consumption. It is my earnest belief that too much emphasis is put on price and that all members, for the good of our industry, should put aside this defeatist attitude.

As we prepare to attend our annual meeting at Coronado Beach, we should firmly resolve to give the consumer the best cup of coffee at the cheapest price possible, under the present conditions, and sell as much as we can at a fair and just profit.

**Sell coffee, yes —
but also tell the right
story about coffee**

By **N. L. SCHMID**, *Director*
National Coffee Association

The manufacturer of steel bridges never has to give a thought to consumer goodwill. It is an unknown factor in that particular industry. Sometimes the thought arises whether some in the coffee roasting industry may be like the bridge manufacturer.

McGuffey's Reader in the old days contained this:

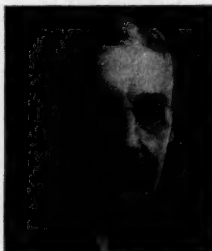
"Lost: Yesterday, somewhere between sunrise and sunset; two golden hours, each set with sixty diamond minutes; no reward is offered, for they are gone forever."

With the happenings in coffee prices during the past two years, while the goodwill of the consumer has not been lost forever, it is unquestionably true that it has been greatly impaired.

Much is heard these days of the "veto." It has been said that the greatest "veto" and the most effective of all is the "veto" held by the consumer.

It is time for the coffee industry to remember that "MODERN MERCHANDISING IS WHERE YOUR CUSTOMER IS, AND NOT WHERE YOU ARE."

Therefore, let us be modern, lest consumer goodwill be lost beyond the realm of recapturing. Now is the time not only to sell coffee, but to also tell the right story about coffee.



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to the 1951 Convention

National Coffee Association

from

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THERE is no substitute for experience. Our background of experience based upon fifty-six years of service to green coffee buyers as brokers and agents is the most important factor in the successful development of this business and in affording satisfaction to our customers.

MAY we take this opportunity to send our best wishes to the officers and members of the National Coffee Association in Convention at Coronado, Calif., October 22-25.



Ruffner, McDowell & Burch, Inc.

NEW YORK: 98 Front Street

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SAN FRANCISCO: 214 Front Street

NEW ORLEANS: 419 Gravier St.

We can reverse the trend to lower consumption

By ALBERT EHLERS, Jr. *Treasurer
National Coffee Association*

During the time I have served the National Coffee Association as treasurer, I have discovered that it is one position which is not particularly calculated to win friends, however much it may influence people.

Nonetheless, I have welcomed the opportunity to serve in that capacity, because in these modern times it is almost impossible to conceive of an industry, without an organization. Facing an organized world, organization is vital to simple survival. Since the times require it, it is only a matter of common sense that the organization should be a good one. Which means in simplest terms that it should be well financed. Without sound financing, the best possible association staff and board of directors operate in an atmosphere of complete futility. It is indeed fortunate that the needs of the coffee industry have not been such as to place any real burden on the membership. This fact has made my task much easier than it otherwise would have been.

Also, as a member of the Publications Committee, under Jerome S. Neuman's chairmanship, I have been able to see at close range the tremendous industrial advancement which comes from modest expenditures on the industry's behalf.

I share, I'm sure, with every member of the coffee industry a very considerable pride in the really tremendous strides which have been made in turning back a seemingly irresistible tide of public resentment against our product and our companies. I enjoy, as every coffee man must, a feeling of safety in the fact that in such a short time we have set up the means and the machinery for getting our own honest story before the public. Bad public relations has ruined many an industry, and ours could have been no exception. We can take great satisfaction from the foresight with which this challenge was met at Boca Raton last year.

We know that military developments and closer governmental controls will place a heavy burden on the association next year. But we can now be confident that the wherewithal has been provided to handle these burdens successfully and efficiently.

Speaking as an individual manufacturer, I would like to add to this my feeling that the general outlook, barring actual war, is quite good. It is true that we will, for a time, have to compete for a smaller market, since no one can doubt some decline in actual consumption. However, the hostility to our product has eased and is easing, and the others factors unfavorable to consumption should with time

cure themselves. The trend toward lower consumption can then be easily reversed and we can enter again into an era of expansion.

At the time the unfavorable consumption trend set in, we had not nearly approximated our total potential sales of coffee. That we have lost some tonnage is unfortunate, but it only makes the potential greater. After we gain back what we lost we can then again consider the further logical expansion of our market.

Outlook is better now

(Continued from page 10)

This fact is one of the greatest importance to the international coffee trade. The tremendous sales of coffee in this country, and the steady increase we have seen in past years, has been due primarily to the tremendous expenditures United States companies have been willing to devote to promotion purposes. Expenditures for promotion are made in the hope of increasing sales, and the hope of increasing sales is predicted on an absolute certainty of supplies. If the trade here ever became convinced that supplies would not be readily available, the competitive promotion of coffee in this country would immediately suffer.

The supply picture, now getting pretty clear, obviates this danger. It is possible that for a few months coffee consumption actually exceeded production. The prices resulting, however, soon brought consumption to a point where it was at least measurably exceeded by production. This consumption was easy to lose; it will be slow to recover. Production, if prices remain good, will certainly increase at a much more rapid rate, so that intelligent efforts can be made by each company in the industry to increase its own sales without fear that the supplies to satisfy the demand so created will turn out to be non-existent.

The coffee trade of the United States is aggressive and well organized in the protection of its own interests. Given anything like normal conditions during the coming year, it will be certain to improve its sales and profits.

The meeting at Coronado will give us the opportunity to re-examine all of our problems and to chart a course for the year ahead in the light of things as they exist today. If we see as clearly as we did at Boca Raton last year, and if we lay our plans as wisely, the period between now and the next annual meeting should indeed be a prosperous one.

Huge spectacular for Maxwell House coffee in Detroit

A huge spectacular, measuring 32 by 62 feet, is promoting Maxwell House Coffee in Detroit.



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Coffee Importers and Agents



Coffee prices — and consumption

By **MILTON J. RUTH, President**
Green Coffee Association of New Orleans

It is just a little less than two years ago that, due to crop conditions, the price of coffee moved into a new high range, and as the industry approaches another NCA convention, it might be well to review the effect of the higher prices on consumption.

Undeniably, the higher prices, combined with unfavorable publicity and a general public misconception as to the reason for the advances, have caused some resistance on the part of the consumer. It might be borne in mind, however, that every household article that the consuming public uses has advanced materially, and Mrs. Housewife has by this time reluctantly, but of necessity, become accustomed to paying more for everything for which she shops, to the extent that her pocketbook can stretch.

In the broad light of the complete price structure, it would appear that the present price of coffee is not out of line with prices of other cost-of-living items. So relatively speaking, coffee can still be classified as one of the cheapest beverages on the market today.

Through an intelligent presentation of the case for coffee during the past year, together with good advertising material and the important fact that, for the most part, wages have kept pace with the increased cost-of-living, thereby enabling labor to maintain a fair standard of living, it is to be hoped that coffee has made some advances in regaining public favor and consumer acceptance. Continuing efforts must be made in this direction.

The comparison of consumption to imports, of course, is not an exact gauge. However, there is a definite relationship, and in studying the import figures for the last 12 months, the indications are that the consumption of coffee apparently has not been curtailed to the full extent many in the trade feared that it would be. Total imports into the United States for the year July, 1950, through June, 1951, amount to over 21,000,000 bags, which figure sets a new high record for any June-July period. It is true that from this figure almost 1,500,000 bags have to be deducted for the Armed Forces, but even after doing so, the remaining figure of over 19,500,000 bags for civilian consumption can favorably be compared with preceding import figures.

There is no doubt that there has been some conservation in the usage of coffee, and this must be recognized by the industry, but for the most part it would appear that coffee has continued—and it is hoped will continue—to occupy an important and popular place in the family food budget.

As this article is written in August, the original estimates of the 1951-52 Brazilian crop are now being revised downward, due mostly to the decrease in the important Sao Paulo

crop, on account of smaller size beans and considerable breakage in hulling. The state of Parana also is experiencing considerable breakage in hulling this year, thereby reducing its production. Colombia, after producing a barely normal mid-year crop, is expected to have a fully normal year-end crop.

The supply situation for the coming year, in my opinion and based on existing conditions, can fairly be summarized as adequate, but with no indications of any over supply as predicated upon world production and world consumption at this time.

The coffee industry in the United States, consisting of agents, brokers, jobbers, importers and roasters, can truly be classified as a service industry, importing the raw product and converting it into the finished article that reaches the consumer. The steps involved and the responsibilities imposed, especially at the present time, are numerous, but it can be proudly said that the challenge has always been met and the responsibilities faced squarely. In this spirit we face the future with determination and confidence.

Let's not be complacent

(Continued from page 11)

Experience has proved almost impossible to overestimate the importance of a group voice in dealing with the problems of the industry as they are affected by governmental and other outside agencies. It is clearly necessary, however, that the association not only has the voice, but knows with certainty what the voice wants to say. The convention makes this determination possible.

From the individual members' standpoint, it can be recognized that it is almost impossible to become too well-informed on the actualities, probabilities and possibilities inherent in the current situation. The association's annual meetings are the best, if not the only place, where sufficient information for the development of a sound perspective can be secured.

The point hardly needs argument since it has obtained almost universal recognition in the coffee trade.

Clear indications from confirmed reservations indicate that attendance will be at record levels. It is clear, also, that the membership will not be disappointed in any department of the meeting because, both from a business and social standpoint, this meeting will almost certainly set a new high standard.

Issues folder on new coffee profits

A folder on new coffee profits has been issued by the Cup Brew Coffee Bag Co., Denver, Colo.

The folder explains how the roaster can get more outlets and greater distribution with Cup Brew Coffee Bags.

Details are given on the Cup Brew plan, which enables the roaster to pack the bags right in his own factory or at a nearby licensed packing station.

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THAT'S what everyone hopes the convention at the Coronado this year will be—a nice blend of business and pleasure—with accent on business of course.

That's why we think you'll be glad to know that once again this year we'll have a Special News Wire installed at the convention . . . will give top priority to coffee news and quotes throughout your stay.

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And when you do feel like relaxing—why not visit with us in the Hospitality Room? We'll be happy to talk coffee if you want to, but you don't have to mention business at all. Stop in any time—we think you'll enjoy it.

P.S. If you're not getting our Weekly Coffee Letter already—you should be. Just leave your name with any Merrill Lynch man you meet. He'll be happy to arrange it for you—without charge, of course.



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COFFEE & TEA INDUSTRIES and The Flavor Field

Coffee, like the movies, faces pressing need to restore consumption

By J. H. COLEMAN, Director
National Coffee Association

The writer of any article dealing with current conditions in the coffee industry is in somewhat the same position as a movie magazine reporter who turns in a feature on some



Hollywood couple's blissful married life only to find that by the time the story is published the two have separated.

Continuing the analogy, coffee during the past two years, like the movie industry, has been suffering from decline in popularity, although from different causes. Movie-going and coffee-drinking are firmly entrenched American habits, and both industries had a tendency to grow a little soft with the expansion

and easy prosperity of the Forties.

Today, both have the problem of restoring the consumption of their respective product to the former high levels. The movie industry is now successfully combating the competition of television and other attractions with better movies and more intensive promotion.

Principle problems

The principle problems of the coffee industry are related to current high prices. A year ago coffee was the victim of much bad publicity, which planted doubts in the consumers' minds as to the intrinsic value of a pound of coffee. Today, market conditions and government regulations have contrived to put retail coffee prices at a historically high level, with the result that millions of consumers regard coffee as overpriced in relation to other items in their food budget. Many of these consumers are expressing their resentment by cutting down on their use of coffee or by turning to cheaper grades which will not yield the same satisfaction.

The National Coffee Association, through its releases in the papers, have done a great deal to counteract the unfavorable publicity coffee received from other quarters. In time to come, the inflationary spiral may bring coffee into a more favorable relationship to other food items pricewise, and this will tend to reduce consumers' resistance. In the final analysis, however, it should be remembered that much of the tremendous increase in consumption of coffee during the last decade has resulted from the general trend to a higher national level of quality. To reverse that trend now and concentrate efforts on price appeal alone will not solve the problem for the present or the future.

Coffee can hold its popularity as the national beverage and achieve the industry's goal of ever-increasing consumption, but this must be accomplished by the sheer merit of the product. Now, more than ever, consumers must feel that the genuine pleasure of drinking good coffee is worth whatever price they pay.

OCTOBER, 1951

Trade continues progress in coffee smoke abatement

By JOHN E. MAZZEI, Chairman
Smoke Abatement Committee
National Coffee Association

There has been more agitation and comment in the press against air pollution during the past few months than at any time in the history of our industry.

One newspaper, the New York World-Telegram, with a circulation of over 600,000, carried on a front page campaign for weeks this summer with a diabolically clever idea. This paper bought a mannequin, dressed her in an immaculate white dress, named her Cinder Ella, and then drove her to various parts of New York and exposed her to the atmosphere in a spectacular and dramatic demonstration of the degree to which the city's air is laden with grime particles.



Other newspapers took up the cry against air pollution, and spurred by the mounting pressure, the New York Bureau of Smoke Control finally started handing out summonses and warnings on a large scale. To facilitate the task of spotting violators, the city placed a helicopter at the disposal of the Smoke Bureau, making it abundantly clear that the authorities meant business. Similar crackdowns were reported in other cities from coast to coast.

Since our last report on this subject, new Jabez Burns Thermalto roasters with built-in smoke eliminators have been in continuous use for months, and are now accepted as highly successful, practical devices. Unfortunately, this principle of smoke elimination cannot be applied to the Jubilee roasters. As demonstrated at the Boca Raton convention last December, the gases that burn the smoke in the Thermalto roasters are recirculated, thereby making possible an efficient low-cost operation.

New approach

The construction and design of the Jubilee, however, does not lend itself to this type of performance, and a new approach to the problem had therefore to be found. Experimental equipment is now ready to be tested on Jubilees and it is hoped that by convention time this committee will be in a position to report on the effectiveness and the cost of operation of smoke incinerators for Jubilee roasters.

We know now that for every dollar formerly spent with Thermalto roasters to roast coffee, one must now spend \$1.50 for the dual function of roasting coffee and eliminating smoke. In the case of Jubilees, the cost of smoke elimination is expected to be considerably higher.

The important and encouraging feature of this report is that our industry will soon have at its disposal the means of roasting coffee without in any way adding to the nation's air pollution problems.

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On the menu

developments among public feeding outlets

Clean brewers make better coffee

By WALTER R. HANSEN

There has been a great deal of progress made in cleaners for coffee urns, much the same as there has been a great deal of progress made in manufacture of the urn itself. Only a few years ago a roaster was required to have two urns for every institutional account, one in service while the other was in for repairs. This was very expensive and could have been avoided with a proper cleaner.

In most cases the urn was large and cumbersome and the spigot clumsy and hard to clean properly, unless it was removed—and this was not always easy and usually took a lot of time. I am happy to say the picture is quite different today. Now the average urn is much smaller, the spigot simpler and coffee is brewed more often, not allowing the oils to harden, as they did in the larger urn.

There were some roasters at that time who used an acid to clean their urns. This was harmful to the metal and dangerous to handle. Besides, acid should not have been used at all, because of the possible danger of some of the fluid being left in the urn as a result of insufficient rinsing. There were others who used soda, which was all right in an urn that was new or not very old. But mild soda was not strong enough for equipment that was corroded, old and dirty.

Glass coffee makers, too

Today the smaller urn with the simpler spigot, the fine china or stainless steel liner, and safe, modern chemicals require only a few minutes for cleaning and leaves the urn sweet and clean. Glass coffee makers also need extreme care in cleaning. I have seen glass coffee makers, both upper and lower bowls, being washed in the same soapy solution used for washing dishes, which accounts for many of the complaints received today. I would recommend that these bowls be washed in a solution having a small quantity of the same urn cleaner used for the larger metal urns.

I sincerely believe it would be to the advantage of all roasters selling to the institutional trade to campaign for the cleaning of all brewing equipment *EVERY DAY*, and to ask their representatives calling on this trade to see that their instructions are carried out.

During these days of shortages of practically all metals, particularly such as go into the manufacture of an urn, one wonders sometimes, in terms of dollars, just how much is saved by cleaning the urn properly and regularly. It has often been asked of us: "How often should an urn be

cleaned?" Our answer remains the same: "Every day, twice a day if you have the time."

Some roasters tell they would be happy if their customers cleaned their urns once a week. But this is not enough. With urn cleaner at such a nominal price, it should be used freely—although not promiscuously, since this chemical, too, is scarce and at present in great demand by the government.

Urn cleaner has always been important to the roaster, but probably a great deal more so at this time, when his coffee is high priced and his brewing equipment and replacements expensive. We feel that the regular use of urn cleaner will protect his equipment and make it last longer. Besides, clean equipment will brew a far better cup of coffee, and in this the roaster is more interested than in anything else. In spite of the present ten-cent cup of coffee, a satisfied customer is more likely to order a second cup, and a satisfied second-cup customer is the best salesman an eating place can have.

Urn cleaner, with me, was at first a purely personal matter. When I was travelling almost continually, I would stop time and again for a bite to eat and be all set for a refreshing cup of coffee only to be sadly disappointed many times. I was pretty certain then the coffee had not been made in a clean urn. Thus began the evolution of our present urn cleaner. We like coffee and believe that good coffee can only be brewed in clean equipment.

Develops military coffee urn specification

Specifications on a standard coffee urn for the Army have been developed by the office of the Quartermaster General in cooperation with the coffee industry.

The specifications represent three years of work on the part of NCA's brewing committee, the association office, and particularly Ed Aborn and Professor Backer, it was reported.

Use of the urn should mean a substantial improvement in coffee service to the Army, NCA indicated. The specifications are based on industry knowledge—gained over the course of many years—in the field of scientific coffee brewing.

Vending units on train to dispense coffee, food

Vending machines are taking to the rails. Passengers traveling between New York and Washington, D. C., will soon be able to appease their hunger no matter what time it is.

In a 30-day field test, vending machines that can dispense coffee and other foods will be installed in passenger coaches. The machines will serve fruit drinks, sandwiches, cake, milk, chocolate drinks and candy bars, in addition to coffee.

The machines will be set up as an addition to regular dining car service.



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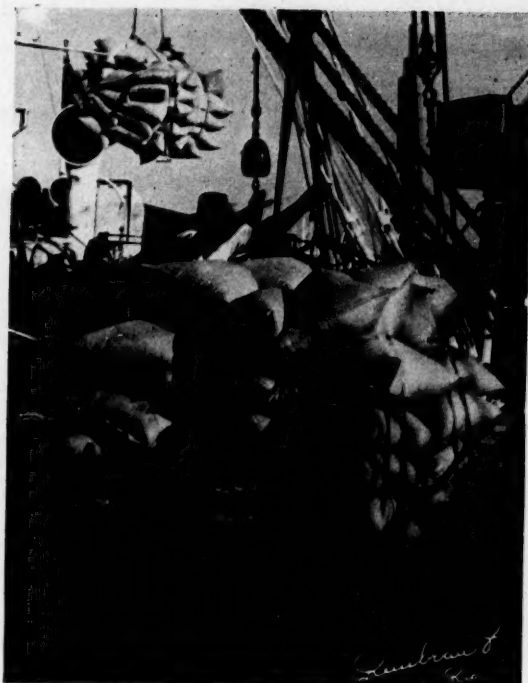
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Coffee farming today in Brazil

By DR. JOSE TESTA, Chief
Statistics and Publicity
Superintendencia dos Servicos do Café
Secretaria do Fazenda, Estado de Sao Paulo

To the layman or superficial observer the problems of our coffee industry would appear to be always the same and in the nature of these three concepts: more, better and cheaper production.

To a certain point, that is true. However, with the passing of time those concepts, although still prevalent, should be interpreted somewhat differently.

There are various aspects of coffee planting that have changed substantially with the years. Some of them offer today quite a different face from that of a few decades ago. It could be said that almost every problem of coffee planting has changed for the worse, requiring greater effort now in the face of present difficulties.

Let us review some of these problems.

Fertilization: When coffee was first planted in Central Brazil, the problem of fertilization was non-existent in the minds of those early planters. This does not mean that fertilizing should have been neglected then, for if the land had been properly treated since that time and the coffee trees adequately fertilized, our plantations would be in better shape today. But since the land was very fertile and virgin, the empiricism then predominant did away with fertilization for a long, long time.

It has now become urgent to give back to the soil those elements the coffee trees have taken away from it. We are faced with a new situation, which in turn has several ramifications: mineral fertilizer, compound fertilizer, prices, transportation, methods of application.

Droughts: With time, the climate in the interior plateau of Brazil changed, probably due to the destruction of its forests. The lack of rains has been felt particularly in Sao Paulo and in such way that the droughts, which used to be occasional and erratic, are now happening with almost regular certainty. The moisture and humidity of the Paulista plateau have disappeared and the periods of dryness have gradually become longer and more severe. It is needless to emphasize the bad effects of such condition on coffee plantations. It is urgent to find a solution to the problem, and to that end we are now experimenting with several processes of land irrigation. These are, however, expensive and time consuming. Their results will only be seen some years hence.

Transportation: Although the majority of our railroads have not increased their freight rates in many years—a fact that has brought them successive deficits—the problem of transporting coffee, as well as that of transporting other products, has become more acute due to the fact that the distances from plantation to ports are becoming

greater. Before, the major part of our plantations was situated in the Paraíba basin. From there the "green wave" passed to the center of Sao Paulo and the south of Minas, to the hinterland of Minas, then west of Sao Paulo, and now has reached northern Parana and even the south of Matto Grosso.

Although coffee is a commodity which can absorb some freight rates, it is clear that the western expansion of plantations has increased considerably the cost of freight.

Labor: Up to the end of the Empire, coffee plantations were worked by the slaves. Although cheap for the planters, this slave work was hardly efficient and far from satisfactory. But it was stable. Later, the great immigration of Europeans, mainly Italians, working under the profit incentive, gave Sao Paulo the opportunity to develop its coffee plantations.

That type of labor is now rare and hard to find. Present-day work conditions throughout the world make immigration subject to well-described guaranties. Even on plantations already in operation, the attraction of new lands makes for a constant and growing exodus of the labor force.

The problem can only be solved through mechanization, which in the case of coffee presents difficulties such as the substitution of old plantations by new ones where the trees are properly spaced.

Old Plantations: There is today in Brazil a vast percentage of old plantations—many of them 60, 80 and 100 years old. Their productivity is small and many of them are operating at a deficit, even with today's prices. To rejuvenate those plantations still capable of producing and to keep the necessary labor force—avoiding its immigration to new regions—there is much to be done as to fertilization, mechanization, etc. But all that requires plenty of money and much time, besides technical knowledge which not everyone possesses.

Pests and Diseases: Partially as a result of old age, lack of fertilization, and changing weather conditions, several pests and diseases have visited coffee plantations in recent years. In order to combat these diseases successfully, it is necessary to secure insecticides at low prices, equipment and good technicians.

Preparation and Promotion: It was always necessary that coffee should be well prepared at the farm. However, there are today two new factors requiring greater attention: increased competition and the modern taste, much more refined, which today wouldn't accept as excellent the standards of the past. Hence the attention given these days to promotion and advertising.

Prices: Last but not least, the factor of price should also be considered here. Generally speaking, today's prices are satisfactory for those plantations not quite old or free from the effects of unfavorable weather. However, the important consideration is not so much the price level but

(Continued on page 61)



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What are the facts about Brazil's 1951-52 coffee crop?

By **SILVIO ALVES DE LIMA**, President
Associação Comercial de Santos

For many years, we have maintained the best possible relations with the North American trade, based on an intensive exchange of economical interests, represented in this country by the coffee we produce, which is the main source of revenue for Brazil.

In this way, we have learned to value the businessman of the United States for his high qualifications, always in evidence when acting in mutual deals, and the sincere demonstration of friendship and consideration towards us on all occasions. And we, for our part, have also tried to correspond to these feelings, which are the structure and the solid economic and political basis of the continental good neighborliness which, in these times of great agitation, is a living example of peace and understanding for all the world.

So, faithful to the loyalty which unite our two countries, I think it advisable to clarify the following:

The news, published some time ago, that the Brazilian coffee crop this year, together with remainders from previous crops, would amount (as far as exportation is concerned) to an estimated total of between 16,500,000 and 17,000,000 bags, unfortunately cannot be confirmed.

Shortage verified

Now that the harvest is being completed, the previous calculations have had to be revised and have suffered a great reduction. The shortage verified in all producing zones, including Parana, is really distressing, reaching alarming proportions.

We, of the Associação Comercial de Santos, have gone through all coffee centers of São Paulo and Parana and have received reliable information from other coffee States. We can state that the actual 1951-52 crop will not reach 15,000,000 bags, including the remainder from the 1950-51 crop.

Of this total, the São Paulo production is about 6,000,000 bags. Estimates from other sources, equally reliable, compare this crop with the 1944-45 and 1947-48 crops, when the totals obtained were 14,012,000 bags and 13,918,000 bags respectively.

(Continued on page 51)

SAYS COFFEE DRINKERS MUST PAY WELL TO KEEP ON GETTING THE BEVERAGE

"If coffee drinkers, whether in the United States, Europe or elsewhere, want to go on tasting their daily cup of coffee, they must pay well for it, in order for the planters to give good care to their coffee plantations and thus bring good yields and increase crops in the future.

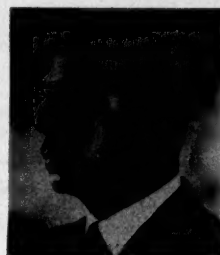
"This is the way we feel here in Brazil."

*Americo Baptista das Neves, Director
Divisão da Economia Cafeeira
Brazil*

Brazil is now in transition from extensive to intensive system of coffee growing

By **MARIO ROLIM TELLES**, President
Sociedade Rural Brasileira

Trade between the United States and Brazil is determined by the volume of coffee exported to the American market. As Brazilians our concern is to maintain the volume and value of our coffee sales to the American people in order to provide us with foreign exchange for the purchase of American products.



Early this year it was said in the United States that Brazil was obtaining much more money from coffee than its cost of production. Americans were led to think that way because from 1930 to 1940 they bought coffee from us at prices so low, so much

below its production cost, that the major part of the coffee industry in Brazil had to accept the regime of moratory, unable as it was to repay the debts incurred by farmers for the upkeep of their plantations.

From 1940, however, coffee prices improved, although the cost of living in Brazil, which was also rising, didn't allow profits to the farmers. Only by the end of 1949, when the trade understood that coffee stocks had been exhausted, that production costs had doubled since 1940, and that poor crops were in prospect, the prices rose to levels at which the farmers could continue to cultivate their plantations. But the profits from the heavy buying done by the trade at that time went to the traders, instead to the farmers.

More expenses

The 1950 crop is the first that would have brought reasonable profits to that portion of the plantations which are newer and more productive, whereas old plantations can produce little and are not profitable.

Brazil is now in transition from the extensive to the intensive system of coffee cultivation. But the intensive cultivation involves more expenses because of the extra care the system requires. Therefore we believe that coffee prices for the ultimate consumer cannot be cheaper.

We should point out that taking the value of a bag of coffee, divided into cups of beverage, only 40 per cent of such value remained in Brazil; the other 60 per cent went to the trade and various expenses in the United States.

Among all articles of consumption in the United States, coffee is still the cheapest, although the dollar value of its imports might seem large. Nevertheless, this high import value, a direct result of vast consumption, only proves the excellence of our product.

We hope our American friends use more and more coffee in order that we, in turn, will buy more of the things they produce so that trade between our two friendly nations may prosper.

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A coffee scene in Colombia. Transferring the cherries into the hopper to remove the pulp. Photo: National Federation of Coffee Growers of Colombia.



Colombian coffees in 1951

By RALPH P. BALZAC, Balzac Bros. & Company, Inc.

Colombian coffees are the core of most high grade blends in this country, including now the military. Colombia has been supplying between 22 and 25 per cent—in one recent year as much as 29 per cent—of all the coffee we use. She is furnishing better than 15 per cent of world consumption.

The past two seasons shipments have fallen off due to short crops, caused by excessive rainfall. For 1950-51, in the nine months from October to June, our Colombian imports amounted to 3,232,000 bags; and for October to June, 1949-50, they were 3,200,000 bags. The average for the same nine months in the previous four years was around 4,000,000. With a normal crop announced, it is to be expected that at least that quantity will come out from October, 1951, to June, 1952.

July was heavy, with a total of 500,115 bags, of which about 90 per cent came to the United States and 10 per cent went to Europe. Much of the latter went to Germany, from which country Colombia receives in exchange machinery and other products she needs for her ambitious plans of economic growth. Recent German purchases are reported to amount to about 130,000 bags.

Before the war, Europe was taking increasing quantities of Colombians at the then prevailing prices. Now most of the shipments to that continent are made on some form or other of barter trade. If the currencies of Europe should eventually harden, that will tend to increase their purchases of coffee from the Americas; and as Colombians are very popular in those countries, they will fully share in the increase. With lower tariffs and stable currencies, Europe could double its present coffee intake.

The United States, however, is predominantly the best coffee market in the world, and particularly for high grades; and our best advice to Colombia is to guard zealously her wonderful goodwill with our roasters.

It is a boon of nature to Colombia that in some part of that country, every month of the year, some coffee is being picked. However, for the months between crops this may be only what the Colombians call a "graneo," a few scattered berries. As this is written, the reports from Colombia are that the past crop is practically exhausted and that the farm-

ers have very little to sell for prompt delivery. The exporters are figuring on a period of relative scarcity before the new crops are felt in any quantity, which may not be until the turn of the year, although with intermittent "graneos" from October on. Some coffee may have been held back in expectation of a higher exchange rate. Otherwise there might have been very little to ship for September, October and November, before the new crops begin to appear in any quantity; and a rather tight situation might still develop for those months this year.

There has been a fairly active business in Colombians for future deliveries. Some of these purchases, for nearby months, are for account of roasters. Others are deals among traders, who have developed a sort of an unofficial Colombian coffee bourse in New York.

Our price control decreed a ceiling of 60 1/2 cents a pound for Colombian coffee. Since then, the Exchange Control in Colombia has required a reimbursement of U. S. \$88.50 per 70 kilo bag exported. This minimum reimbursement, which matches our ceiling, has not been altered, regardless of the price fluctuations in consuming markets.

The Colombian official dollar exchange was raised this year to 250 per cent, that is, 2 1/2 pesos per U. S. dollar. Up to the present, however, coffee exporters get this exchange only on 25 per cent of their total, and 75 per cent has to be turned in at the old rate of 195 per cent. The average gives them about 2.09 pesos per dollar, instead of the 2 1/2 pesos that exporters of other products get. The coffee people claim that this is a discriminatory tax on coffee.

The expressed idea of the government is eventually to have a uniform rate of exchange. Coffee exporters and planters are clamoring for it, but at this writing the authorities declare they have no intention of any alteration, because of other problems that an increase in exchange would allegedly create now, particularly as regards the control of inflation. Perhaps the higher uniform rate will be established when it may be a question of checking any marked deflationary movement.

Many economists express the opinion that, with general

(Continued on page 55)

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Mexico's coffee expansion

By JUAN REBOLLEDO CLEMENT, *President
Comision Nacional del Cafe
Mexico*

In the development of Mexico's coffee program, the National Coffee Commission (Comision Nacional del Cafe) has given its foremost attention to the creation of seedplots and nurseries, an activity which has been continued up to the present time. During the course of the current year, the capacity of the nurseries has been increased and additional ones have been extended to new areas.

A seedplot, to provide for the Commission's requirements in the nurseries already established in central Veracruz, and for general distribution of seedlings among coffee growers, was initiated towards the end of last year in the aforesaid zone. In view of a growing demand, this seedplot, which was originally meant to have a capacity of two and a half million plants, has been expanded to three million.

The distribution of young plants among coffee growers has been decided, with preference to those who will use them exclusively for new plantations or for the renewal of complete sections of old ones. Considerations also has been given in a particular manner to coffee growers who since last year have been preparing their lands and adjusting their operations in accordance with the instructions and patterns recommended by the Commission.

As an example of the influence which the Commission has been exerting on the minds of coffee growers, a great demand for germinated seedlings for use in private nurseries has been observed. To date, 68,589 germinated seedlings with cotyledonal leaves have been delivered in the State of Veracruz alone, and the requests for such seedlings amount to 125,889.

With the establishment of seedplots and nurseries, the Commission is aiming at the following purposes: a) to promote the initiation of new plantations and the total renewal, by sectors, of decaying coffee plantations, replacing them with good quality trees; and b) to offer facilities to coffee growers, providing them with selected seed for their own nurseries, delivering to them already germinated seedlings showing two open cotyledonal leaves.

Insofar as young trees from the nurseries are concerned, the Commission does not have in mind to satisfy the total requests of coffee growers, which are increasing each day. The main object of our nurseries is that of a permanent educational character, showing coffee growers, as has already been done, that it is possible to obtain within a year, starting from the sowing period, trees in condition to be transplanted to their final grounds. The results are thus advanced with a gain of one year, in view of the fact that the initial growing of the plant took two years or more

before. As a matter of fact, trees growing in the plantations without selection and of unknown origin required a whole year before they could be transplanted to the seedplot. Six months or one year later, it was taken to the nursery, where it remained for approximately another year before it could be transplanted to the final ground.

As far as the seedplots are concerned, it is the object of the Commission, wherever its program is to be carried out, to establish the principle that selected seed be used in both new and renewed plantations. In order to obtain healthy and strong trees with a better yield and offering greater resistance to disease, pests and adverse weather conditions, this is the basic step.

To carry out this program, the Commission has not set any limited time regarding the amount of germinated seedlings to be distributed among the coffee growers of each zone. It is natural to expect some waste, as it is impossible to supervise the adequate planting of these seedlings, but these losses are amply compensated for by the fact that coffee growers throughout the country are becoming increasingly aware of the necessity of using selected seeds.

The foregoing information in regard to seedplots and nurseries should not be interpreted as meaning that the expansion of coffee planting in Mexico is exclusively limited to the material supplied by the Commission. Many coffee growers throughout the country, by their own initiative, select their seeds and build their nurseries under the proper care of the Commission's technical staff.

This is the first step taken by the National Coffee Commission to reach the goal of 2,000,000 bags, which Mexico expects to have available for exportation within the next ten years.

What are the facts? (Continued from page 47)

The authorities who direct our coffee policy are very worried about the perspective of Brazil not being able to fulfill the commercial agreements made with various European countries, since these agreements call for the exportation of about 5,000,000 bags of our coffee.

With this in view, it will be a serious problem to provide the North American market with sufficient coffee to cover consumption, considering that the Colombian crop, in accordance with information received from that country, will not meet previous estimates. It will be most difficult for us, exporters, to ship the 11,000,000 bags of coffee which the North American market has been importing from Brazil lately.

The situation described, an outline of the facts, should be carefully studied by our friends in the United States, who buy our coffee. These undeniable facts should guide them with a view to increasing their stocks now, as it is about time they give up their excessive hope and optimism that the present Brazilian coffee crop will be sufficient for both United States and European markets.

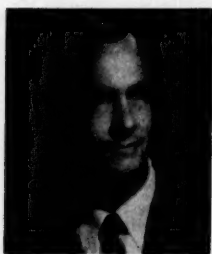


U. S. roasters mirror regional

Coffee moves with dynamic South

By **JOHN R. PEPPER**, *President*
Southern Coffee Roasters Association

It may be fairly said that people, like steamboats, toot their whistles longest and loudest when in a fog. Risking this accusation, I am glad to join the throng of enthusiastic



Southerners who are proud of the remarkable economic progress taking place throughout the entire Southland. Here lie the nation's three most heavily populated counties—in cattle, that is—two in Mississippi, one in Tennessee. And while even Southern cattle are not drinking much coffee yet, these profitable herds make the consumption of many a pound possible. And we are told that more

new plant construction for industry, as well as expansion of existing facilities, has occurred in the South than in any other section since 1946.

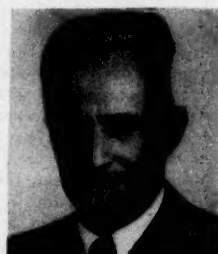
(Continued on page 88)

Prices concern Southern California

By **WILLIAM A. WHITE**, *President*
Southern California Coffee Roasters Association

I am most pleased on behalf of the Southern California Coffee Roasters Association, to extend a cordial welcome to our friends from everywhere who will attend the National Coffee Association convention at Coronado, and to express the hope that they will enjoy our section of the country to the utmost, as well as have a most successful convention.

Members of the industry here are deeply concerned with the current conditions adversely affecting our industry. With present green coffee prices higher than ever before in history, we have about lost our preferred position in the minds of the consuming public, who feel that their favorite beverage has now become a luxury. The restaurant man, who is daily finding it more difficult to



(Continued on page 61)

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trends in coffee

New Yorkers helped by trade group

By **SIMON AUSKERN**, President
New York Coffee Roasters' Association

I want to extend sincere thanks to my friends, Coffee & Tea Industries, for honoring me with a request for a brief article, as president of the New York Coffee Roasters' Association, for the special NCA convention issue.



My appreciation of the value of coffee trade associations was enhanced when I entered the roasting and distribution end of the business, where I am now, but it existed before that.

I started with the firm of A. Rosenthal & Sons in 1914. They were commission merchants and the largest importers of Guatemala coffee

at that time, controlling banks in Central America as well as plantations. It was my good fortune to work in their various departments, and then for many years as head of their coffee department. When they retired and the firm was liquidated in 1931, I was one of their last employees.

During those years I made many friends in the green coffee field, relationships I value and enjoy to the present time.

Immediately after that I ventured into coffee roasting on my own account . . . and have since had a deepening realization of the importance of cooperation between the green coffee importer, the roaster and the jobber.

Each section of the trade has its own individual problems, and those of the green coffee man are numerous. But they are, if anything, even more numerous in the roasting end, what with problems of labor, factory location, traffic—I could continue the list, if space were not limited.

Here is where the trade association comes in. Many, if not most, of the headaches that confront one roaster also afflict other roasters. Handled through an association, these difficulties can be made much lighter for the individual firm.

In New York City we are faced by serious smoke control problems. Under the able leadership of John Mazzei, the Smoke Abatement Committee of the New York Coffee Roasters Association has done a tremendous job in developing a solution—an achievement which is helping a good many roasters.

Labor matters, always a delicate and difficult factor, have been under the capable direction of Ed Aborn, chairman of our Labor Committee, which is saving many members time and effort in negotiating contracts with unions. It is because of men like Mr. Aborn and his associates on the committee that the New York coffee trade has enjoyed pleasant relations with labor organizations for many years.

Other committees, too, are doing good work for the

(Continued on page 70)

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Brazil's new coffee trees producing within next three years will meet world's needs

By **HORACIO LAFER**, Minister of Finance
Brazil

These comments by Dr. Lafer are from a talk at a luncheon given in his honor by the Pan-American Coffee Bureau at the Waldorf-Astoria.—Ed.

The work performed by the Pan-American Coffee Bureau is, in reality, a "living example of Pan-Americanism." In these times when a meeting of mutual interests is always so difficult to arrive at, to obtain what has been secured through the Bureau seems to be the kind of work that should be brought to everybody's attention, and carried on.

The fact of the matter is that coffee justifies such a kind of cooperation not only for the benefit of the producing countries, which derive from it their livelihood, but also for the good of the consuming countries, for which coffee represents an indispensable and mildly stimulating beverage to be used many times daily. And even more than that, coffee is the golden chain linking the economic and commercial interests of so many of our Latin American countries with the great North American nation. It is the sound currency which assures the continuous interchange of so

many products, and its expansion constitutes today one of the most powerful factors in the commercial activities of our Hemisphere.

As everybody knows, after Canada Brazil is today the largest market in the world for the products of the United States. In order to be able to buy, a country first has to sell. And it is coffee that is supplying the foundation for this continuous expansion of sales, for it gives us, the producing countries, the resources with which to pay for our imports.

Therefore, there is an encouraging reciprocity of interests between the coffee producing countries and the countries that import and consume coffee, and especially so between our countries and the great North American consuming market.

For Brazil, coffee is of exceptional importance, representing as it does quite a sizable percentage of our annual exports. The prices we are receiving for it are on a fair level with the current quotations for the products we usually buy. During the first five months of this year, the index price for the products imported by Brazil went up some 25 per cent whereas that for the products Brazil exports to the United States decreased about 15 per cent. Such price fluctuations, as for coffee, are the result of the same old law of supply and demand.

Due to unfavorable weather conditions—which unfortunately are again prevailing this year—Brazil's coffee crops have been very much reduced in the last few years. The expansion of coffee planting in Brazil is a task left to private initiative. The Brazilian government, however, through its agricultural institutes, is taking a hand in this

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Brazil's minister of finance, Dr. Horacio Lafer, at the luncheon given in his honor at the Waldorf-Astoria Hotel, New York City, by the Pan-American Coffee Bureau. From left: Robert Aguilar, PACB delegate from El Salvador; Mureire Salles, Brazilian superintendent of currency and credit; Andres Uribe, PACB delegate from Colombia; Dr. Lafer; Dr. Walder Lima Sarmanho, of Brazil, PACB president; Valentin F. Boucas, financial advisor to the Brazilian government; J. G. Dantas, economic assistant to Dr. Lafer.

expansion by creating types of coffee trees that will give greater yield and that will be better suited to the newly opened regions where coffee is being planted. Thus, our main preoccupation is not to create artificial scarcity but to promote, instead, the expansion of our production. The amount of newly planted coffee trees that will start producing within the next three years will take care of any world coffee requirements even after the European consumption is again reestablished.

I have, therefore, complete confidence in the future of

coffee. This confidence is strengthened when I see an organization such as the Pan-American Coffee Bureau maintained by the producing countries, all working together and cooperating closely with those American entities responsible for the importation and distribution of coffee in the United States. The fundamental interests of the coffee industry is not to divide and weaken such great economic groups but instead to strengthen and expand them. From our mutual comprehension of those problems peculiar to each one of us will come a better general understanding from which we all will benefit.

My best wishes go for the ever growing prosperity and unity of aim of the Pan-American Coffee Bureau and for the continued understanding of views between the producers and the consumers of coffee of our Hemisphere.

Colombian coffees in 1951

(Continued from page 49) •

Colombian prospects, if coffee holds around present levels, the official peso quotation recently established will become quite stable and firm and Colombia will have freedom of exchange for all transactions. That would remove one of the elements of speculation entering into the Colombian coffee business these days. It would also encourage foreign investments into that country and help bring to fruition the vast development programs the government has in blueprints.

The general economy of Colombia is reported as very favorable. Optimistic forecasts are being made of agricultural crops for home consumption, which should tend to bring down the cost of living and solve many of the country's problems arising from inflation.

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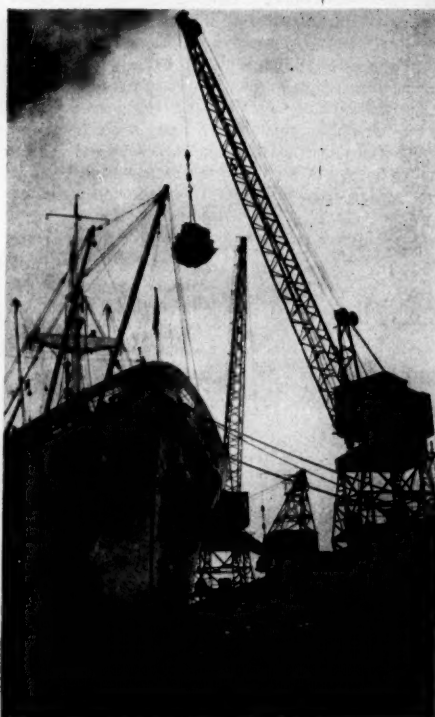
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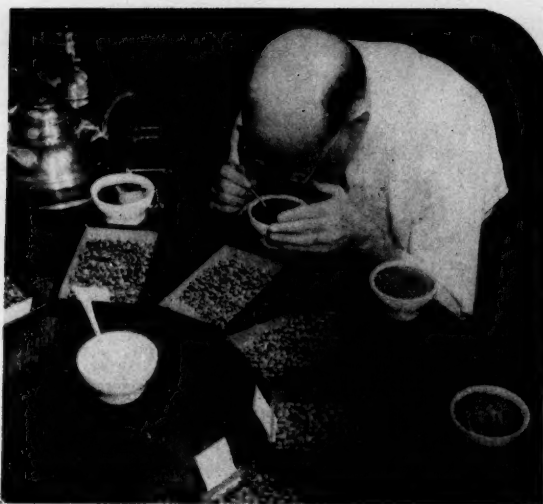
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Coffee in Costa Rica

By **RODOLFO LARA**, *President
Oficina del Café
San Jose, Costa Rica*

Mr. Lara, president of Costa Rica's Oficina del Café, has devoted 25 years to the coffee business. For many years he has been a partner in Lara & Co., one of the large coffee exporting firms in that country—Ed.

Two steps taken by the North American government in recent and current history and the campaign inspired by Senator Gillette have endangered the economic structure of the coffee producing countries.

These two steps are:

1. The maintaining of an unjustly low price for coffee by the Office of Price Administration during World War II.

2. The fixing of ceiling prices on coffee because of the war in Korea.

This campaign was started in June, 1950, in the report presented by the Senate Subcommittee on Agriculture presided over by Senator Gillette. He aggressively accused the Latin American producing countries of provoking unnecessary increases in the price of coffee in the United States, and he made recommendations prejudicial to the economy of those countries.

Senator Gillette and part of the North American consumer public apparently do not understand that the consolidation, by the coffee industry, of the commercial interests of the United States and the economic prosperity of the producing countries constitutes the strongest tie between both groups, and is a sound basis for the Good Neighbor Policy, referred to so often and acted on so seldom in economic matters.

In consequence of the action taken by the Office of Price Administration coffee was sold at half its value. When the producing countries started to make up for this loss, the American government fixed a maximum price on coffee, thereby making it impossible to attain a fair price for this article, under the law of supply and demand.

That was not the only bad feature. It is well known that price freezing carries with it the fixing of salaries, and the American government—in setting a maximum price ceiling—did not take into account anything except the interests of its own people, ignoring the interests and welfare of the agricultural population of the producing countries.

In Costa Rica, where salaries are higher, they still do not equal, per hour, one eighth of the minimum salary fixed by law which a North American earns. How then can the North American people complain of an increase in the price of coffee, if they are informed that it is of benefit to our agricultural worker, who is improperly fed and who earns a salary of \$1.00 for eight hours work? Or how can they say that this increase would place a burden upon the finances of its industrial workers, who earn salaries

of \$1.30 per hour? Or of their agricultural workers, who earn a salary of 60 cents and 70 cents per hour?

The economists say that the increase in prices does not necessarily imply immediate increase in salaries, but this is one of the few opportunities which has presented itself to better these conditions.

Others, perhaps, would assume that the owners of the coffee plantations pay their laborers miserable salaries in order to make fantastic profits. Those who say this are not right, because our government fixes, in accordance with its regulations, the minimum salary for these workers.

The problem of salaries in Costa Rica is especially serious, due to the fact that cultivation of coffee provides work for a rural population of approximately 144,026 workers, who are divided as follows:

Province of San José (where the capital of the Republic is located), 29.80 per cent; Province of Alajuela, 27.70 per cent; Province of Cartago, 33.70 per cent; Province of Heredia, 49.00 per cent.

These 144,026 workers, who represent a high percentage of our population and who are distributed as mentioned, earn a salary for eight hours of work of less than \$1.00. In contrast, the industrial American workers earn \$11.20 for the same number of hours of work, and the agricultural worker earns \$5.60.

Nevertheless, Senator Gillette offended us by accusing us of speculation—thus prejudicing the American people by implying we created an unjust increase in the price of coffee.

Equally important for Costa Rica is the sale price of its coffee when one considers the number of plantations and their distribution.

There are 25,447 farms and 21,567 owners who are distributed as follows: 83.63 per cent are owners of farms of less than 5 manzanas; 9.33 per cent, more than 5 manzanas; 5.82 per cent, more than 10 manzanas; 1.22 per cent, more than 50 manzanas. (One manzana is approximately 1.7 acres.)

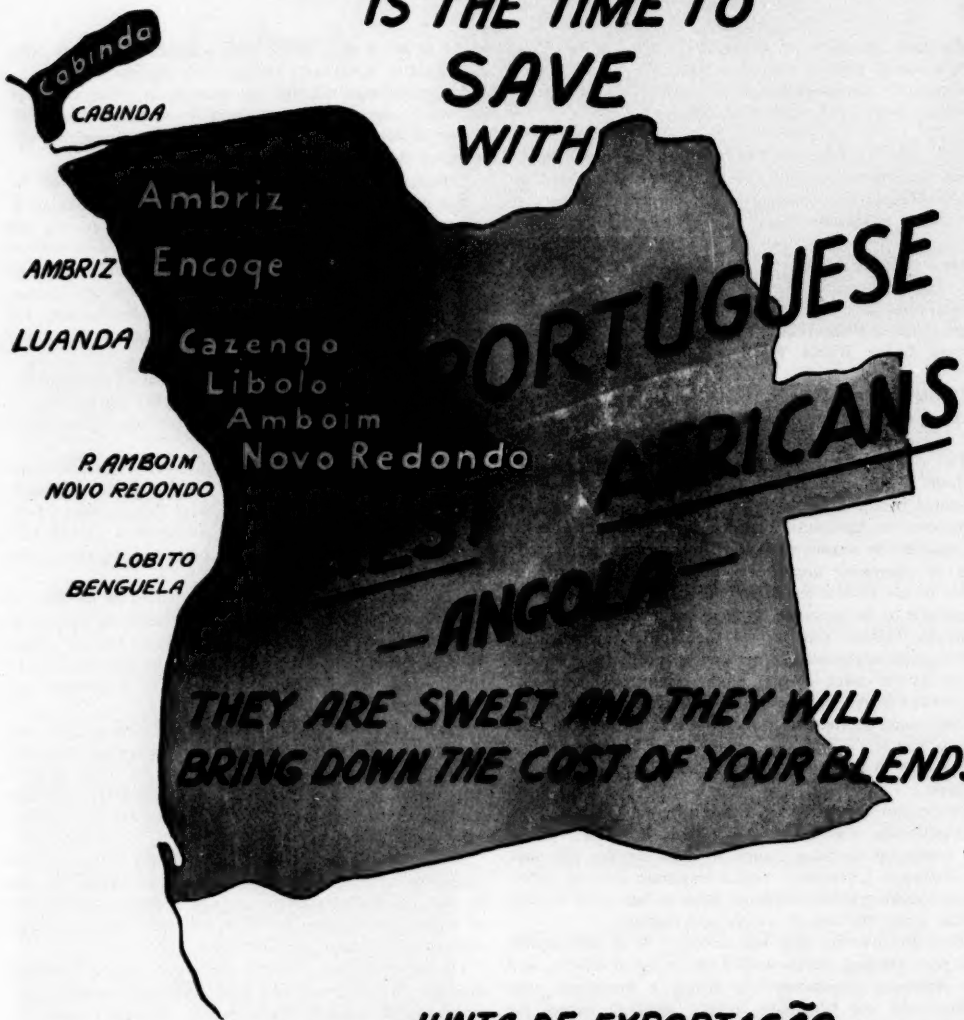
Taking into account our rural population engaged in the cultivation of coffee and its distribution, it should be easy to understand what repercussions any reduction in the price of coffee would have and how it would affect the very marrow, so to speak, of Costa Rica.

On the other hand, since our farmers are obliged to import most of their manufactured products, they cannot be protected, as the North Americans are, by laws regarding "equality" or by a system of ceiling prices for agricultural products in set proportion to the purchase prices of articles and products these agriculturists need for their work and in order to live. Therefore, they suffer the consequences of continuous discrepancies between the prices at which they sell and those at which they buy.

This is especially true in dealing with coffee. The country which buys it, the United States, fixes the buying price; and the country which sells the manufactured products, the United States, fixes the selling prices.

(Continued on page 92)

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Coffee science at Jipijapa

From the Instituto Ecuatoriano del Cafe in this city comes the drive which is slowly modernizing coffee culture in Ecuador

By JUSTO P. CAMPANA Z., Secretary
Instituto Ecuatoriano del Cafe
Jipijapa, Ecuador

Because of the high level of Ecuador's coffee exports, a group of men devoted to this industry suggested to the president of the country that a policy be adopted similar to that in force in neighboring Colombia. They suggested a corporation be formed which would carry on activities similar to those of the Federacion Nacional de Cafeteros of Colombia.

Understanding the problems, Ecuador's President Galo Plaza signed a decree on July 2nd, 1949, making available 1,000,000 sucres (about \$67,000) to establish the Instituto Ecuatoriano del Cafe. On October 14th of that year, the president issued a second decree embodying the by-laws and constitution of the Instituto and approving measures to set up the organization in the city of Jipijapa, one of the more important coffee centers in the country.

The first meeting of the directors of the Instituto was held on February 7th, 1950, the date which marks the beginning of the actual functioning of the organization.

The Instituto aims:

—To increase coffee culture in all possible zones in Costa Rica, subject to technical advice by Instituto experts.

Higher yields

—To develop higher yields, spreading the necessary knowledge and making it as plain as possible for the average landowner to understand.

—To create consumer interest in coffee, not only in foreign countries but in our own country. (Average per capita consumption here is only about one pound of coffee a year!)

—To collect statistics (unknown in most activities in Ecuador) on production and exports.

—To control foreign trade by the Ecuadorean coffee industry, and to guard the prestige of our coffees in the international markets, establishing types and grades suitable to overseas demand.

—To encourage cooperation among the farmers and adoption of Instituto methods for their own benefit, improving their coffee fincas and planting new trees to increase production of selected coffees in a short period (four to five years).

—To give long term loans to planters in all zones, at a cheaper interest rate, for new planting of coffee under technical supervision of, and with support by, the Instituto.

—As a whole, to assist in solving any problem which comes up in the coffee industry, from the first step to the last.

The directors of the Instituto have done everything possible within the limits of the sum allowed. It is their hope that the recently inaugurated National Legislative Congress will study the situation and provide adequate

financial support to further the plan to modernize the primitive coffee life in Ecuador.

It is important to emphasize that Ecuador has enough land for the culture of coffee, not only in the tropical areas but also in the subtropical sections of the country. What hinders development of a coffee output ten times the present production is not land but a scarcity of financial resources. With the help, for example, of the World Bank for the Recovery of Undeveloped Areas, or other foreign support, we would indeed reach a position where we would be able to fill the demand for our better quality coffee.

There is the beginning of an experimental "granja" and training school on an Instituto farm near Jipijapa. Under the direction of Dr. Alvaro Gartner, an expert from Colombia, the farm is experimenting in nurseries at several stages, in coffee varieties and in selection of better seeds for Ecuadorean soil.

On this farm has also been established a training camp for young farmers, who will be sent to different sections of the country to help modernize fincas, not only in agricultural aspects but also in the washing and preparation of the coffee.

A second group of young farmers is getting training in Chinchina, Colombia, through the courtesy of the Federacion Nacional de Cafeteros. When these men return, they will serve in the farm school, helping to train more experts. By these practical methods, an improvement will be brought about in the product in a short time.

About 600,000 coffee trees per year was the *pro mediae* number grown in the past five year period (1946-1950), but this figure is being doubled with the teaching and financial support rendered by the Instituto.

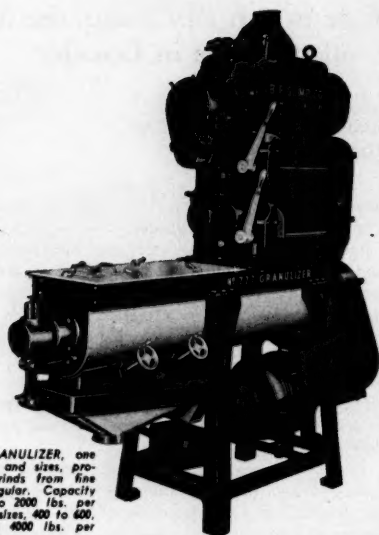
For new plantations

We have to mention that the Ecuadorean Corporation of Fomento assigned 2,000,000 sucres (about \$132,000) to be granted under Instituto control as loans to coffee planters solely for the establishment of new plantations. Until now, about \$66,000 has been loaned to a large number of farmers in the province of Manabi, the most productive in Ecuador.

Beginning April 30th, 1951, the Instituto started monthly publication of an official bulletin, *Cafe*, which is sent free to all the coffee cultivators and coffee organizations in the country, as well as to other interested parties. In the pages of the bulletin is carried information for the grower, as well as articles on various aspects of the industry.

As a result of Instituto assistance, the 1950 coffee crop increased in several sections of Manabi, because the farmers

(Continued on page 70)



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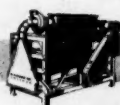


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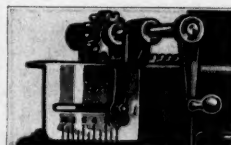


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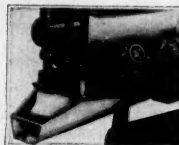
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More coffee from Kenya

By I. G. H. MACLEAN, Executive Officer
Coffee Boards of Kenya

The season just ended has been a momentous one in the history of coffee production in Kenya. Although we have seen heavier crops, the 166,000 bags produced fetched by far the highest price ever obtained. Over 3,500,000 pounds sterling has already been paid to planters.

A referendum was held last December, and this resulted in an overwhelming vote in favor of the continuance of organized marketing. During the 1939-45 war it was found necessary for the government to step in and control the sale of the Kenya coffee crop, and since the war a Marketing Board, operating under government ordinance but composed principally of planters, has handled the crop. Members of this board are elected by vote at the Conference of Coffee Planters held in Nairobi annually in July.

This is the Board which has received the vote of confidence required to enable it to continue its good work after June, 1952.

We were pleased to see, last year, a re-commencement of the flow of Kenya Coffee to the United States of America—some 13,600 bags having been shipped during the calendar year 1950. There is every prospect of improving on this figure during the season which opened with its first sale today (August 15th). Given reasonable conditions from now on, we are looking forward to picking a crop of 250,000 bags this year (1951-52).

Today's prices in auction were around Sh. 425/— per cwt. in store Nairobi, for what we regard as the equivalent of Colombian Medellin Excelso. This price, converted to ex dock New York, would be about 57¼ cents per one pound. The market was firm, but we are not looking for the high prices paid during the last two years, largely by Germany. We recognize that our coffee production is only a drop in the ocean, and we naturally watch with great interest production and consumption figures in the Americas.

What is the measure of consumer resistance to present-day prices, and how will markets react to increased production? No doubt these same questions are taxing the minds of all who are concerned with the marketing of coffee.

Production in Kenya is on the increase, but only in a strictly limited way. We have about 60,000 acres under coffee today, whereas there was once over 100,000 acres. This 40 per cent drop was due to the low prices obtainable at the time, coupled with the low yield from land in the higher rainfall areas, where coffee berry disease is a menace.

New land is coming into production now at the rate of about 500 acres a year. This is mostly on the slopes of Mount Kenya, but attention is also being paid to Mount Elgon, the Uganda side of which has been producing for many years in the district known as Bugishu. These new plantations are all African-native owned, and are being care-

fully nursed by the government's Agricultural Department, in order that the name of Kenya Coffee should continue to stand for quality in the world's markets.

Having recently held an annual Coffee Conference and Planters' Day in Kenya, we take great pleasure now in sending you in America our best wishes for a successful 1951 Convention.

White: Southern California

(Continued from page 52)

operate his business on a profitable basis, has resorted to using more and more water to less coffee, encouraged by shortsighted roasters who advertise both to consumers and operators to use less coffee.

All this has hurt the reputation of our industry and its product, and will continue to undermine our business from grower to roaster as long as high prices restrict sales, and quality is sacrificed to compete for the lowest possible price.

It is unquestionably true that in absorbing as much of the spread as possible, due to these conditions, the roaster is receiving practically no margin and has borne the brunt of the load.

We hope that the more far-sighted men in the producing countries will realize the end result of continuing high prices, and that all roasters will join in an effort to regain and even raise former standards of quality so that we again can make available to consumers good coffee at a low enough cost to get consumption back on an upward trend—and thus preserve our industry's heritage.

This changing coffee industry

(Continued from page 27)

have never re-established the prewar plane of description reliability.

Thinking coffee men may well ponder whether a higher coffee price level, plus higher distribution costs, have established a trend in which price and economy have been inordinately emphasized to the detriment of quality.

This is not the voice of a prophet of doom. It is only an effort to stimulate constructive thought and objective vision of the coffee industry's future course. That the course will be one of constant change is axiomatic. It follows that the changes will be toward the betterment of the industry only if its members have the vision and courage to influence and direct those changes in a constructive course.

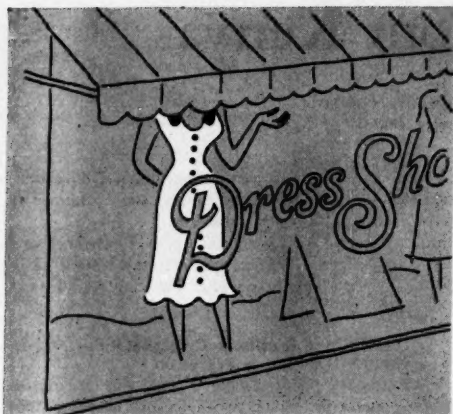
Coffee farming in Brazil

(Continued from page 45)

its stability, which is frequently threatened from various quarters. The ceiling price has fixed the extreme point to the upward movement of quotations. But we have no means of fixing the other extreme, on the down side. It would have been better if the commodity had been left to the free play of supply and demand.

Without adequate and stable prices the Brazilian farmer will not be able to work his plantation in the scientific manner outlined. And without proper care, our plantations cannot produce more, better and cheaper coffee—as they must.

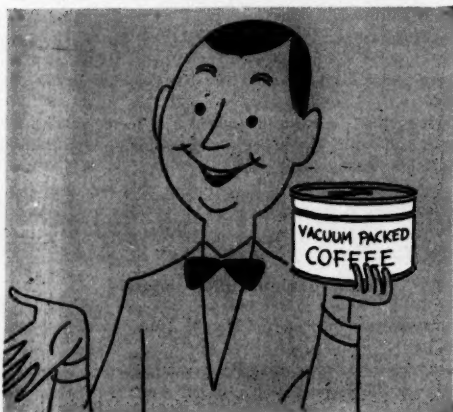




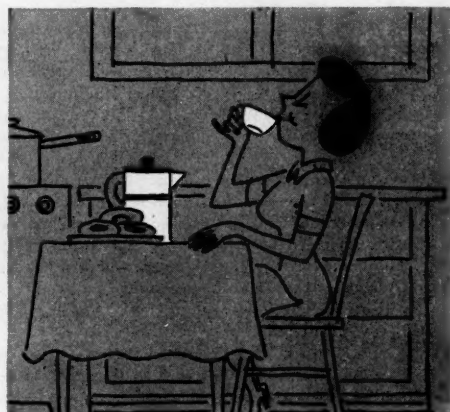
1. It's not enough just to show a woman a new dress . . .



2. . . . You've got to show her what that dress will do for her!



3. It's not enough just to tell women your coffee is "vacuum packed" . . .



4. . . . You've got to tell them what vacuum packing means to them!

Tell your prospective customers that vacuum packing coffee in cans is *the sure way* of retaining its fresh flavor!

For flavor is your coffee's most precious quality. Protect your coffee's flavor from enemy air by packing it under vacuum in cans by Canco! They're *still* the finest vacuum cans on the market, even under government emergency restrictions.

Use it as a big *plus* in your advertising—tell your customers the *whole story* behind the words "vacuum packed in cans"!



Keep your flavor! Keep your customers!

Demand for coffee in Europe

By JACQUES LOUIS DELAMARE, *Le Havre*
France

Demand for coffee in Europe has been more active during the first half of the year 1951 than last year for the same period.

According to figures actually obtainable, the January-June imports can be estimated at 4,200,000 bags, against 3,900,000 bags last year during the same period.

This figure, although encouraging, must not be taken with too much optimism.

The United Kingdom, Switzerland, Sweden and Germany are making progress, while Belgium, France, Italy and Holland seem to be stabilized and around the last year figures.

I think France will not go much higher than 2,500,000 bags; Belgium will reach 1,000,000 bags, and the whole of Europe between 8,250,000 and 8,500,000 bags.

Of course, most of the European people would like to drink more coffee, and it is not the fault of the consumer if, while imports into the United States have doubled in 25 years, Europe imported in 1950 2,000,000 bags less than in 1925.

The truth is that the European coffee trade is still dragging the chains of war and the postwar period. Coffee is still considered by the administrations in charge of regulating in ports as a luxury. The use of coffee substitutes, chiefly in the country-places, is now the normal reaction to the high prices, and, above all, state controls are throwing many obstacles in the way of progress in coffee consumption.

I do not think that there will be a rush on coffee in the second half of the year, and that an increase of imports will change seriously my impression, as based on the first six months of the year.

Actually, my reason for not being over optimistic is that the export trade balance of most European countries, and chiefly France, Great Britain, Italy, etc., is falling back with the last year's figures.

On the other side, it is certain that most of the European countries are on the path of inflation. If there is more money in circulation, the price of coffee will not be so important a factor in consumption. The effect of this predicted—and probable—inflation will only be felt in a few months, so that if more money means more coffee, the improvement will appear in statistics in 1952.

Of course, more than ever, the prospects of the European coffee trade are dependent on the evolution of the general situation.

But there is a point that must not be lost sight of, when you speak of European coffee consumption: *this consumption is actually 8,000,000 bags.* A "spectacular" increase of 20 per cent could only represent, more or less, 1,500,000 bags, i.e., 5 per cent of the world's production!

Europe would be "statistically interesting" if consumption could double. This happy time may come, but surely not under conditions now prevailing on this side of the ocean.

Now is the time

(Continued from page 15)

Joint Committee of the Restaurant and Coffee Industries.

"It is significant," reads the report, "that practically the only thing on which all restaurant men are in agreement is the paramount position of coffee among beverages served in restaurants, not only from a volume and profit standpoint but from the standpoint of the general success of the restaurant. Not only is it true that coffee is ordered on from 75 to 90 per cent of all checks, but it is the guiding principle of all successful restaurant operators that 'Good Coffee Is Good Business.'"

In other words, this giant 14-billion-dollar business, with its half million salesmen and its terrific impact on the public, regards *your* product as the most important item on its menu—as the most important food and beverage factor in its success or failure—and is practically begging you for better ways and means to brew and merchandise your product.

Is that a happy and fortunate position to be in? Most manufacturers of other foods or beverages would reply, "And how!"

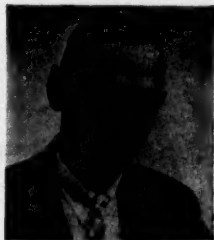
But it is not necessarily a permanent position.

We must not forget that the restaurant is the battlefield where coffee meets its competition face to face, where the customer has a wide and easy choice between coffee, tea, milk, beer or soft drinks. Eventually, over the years, the millions of choices made at restaurant counters and tables will be reflected in home consumption—particularly in those heavily populated areas where meals eaten out outnumber meals eaten in. It behooves us therefore (as the statesmen say), to see to it that our half million restaurant coffee salesmen are armed with the finest possible cup of coffee and the most persuasive merchandising materials we can devise.

This will require cooperative approaches on many fronts by every segment of our coffee industry—the growers, the roasters and the equipment manufacturers. It will require a scientific approach to the problems of coffee brewing, a sound educational approach to the problem of employee training and a good old-fashioned all-out advertising approach to the problem of coffee merchandising.

The Report of the Joint Committee of the Restaurant and Coffee Industries points the way to all of these approaches. The committee on which I serve has been considering them for several years. But when a product is perched at the top of a peak it's rather difficult to get everyone interested in a climb towards the clouds. Nevertheless, a perch on the top of a peak is always precarious. When there is no place to go but down, is the time when positive upward action is most drastically needed.

Which is why I repeat that "Now is the time" to help our customer-salesmen to serve and sell the finest cup of coffee they have ever made.



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PORT AU PRINCE, HAITI

Coffee in postwar France

By A. J. ARIOUX, *President
Federation Nationale de Commerce des Cafes Verts
Le Havre, France*

Before the war of 1939-45, France used to consume about 3,000,000 bags of coffee yearly, about 25 per cent of which was supplied through her own colonies. By mobilization time, she had at her disposal a stock of more than 600,000 bags in her customs warehouses.

During wartime, as coffee imports were impossible, the government had to put the country on a very short allowance and require roasters to use substitutes—barley, maize, acorns and other such products.

Through the system in force during that time, a national buying office, the Groupement Nationale d'Achat, was alone qualified to buy coffee and to divide it among roasters. So the function of importers was completely abolished.

In fact, with that short allowance, we could give 125 grains a month per person (children excluded) during many months of wartime, but we must not forget that in the year 1944 we could only concede ten grains per consumer, and some substitutes—barley for example—were put on rations in the same manner.

Coffee imports had to wait several years after the liberation to be resumed with some frequency but the market could only be supplied with coffee from French overseas countries, on account of financial problems.

By the year 1949, we could notice considerable progress on that account, and consumption at that time reached 1,500,000 bags. But shortages and taxation were always in force.

By the ministerial decree of February 20th, 1950 a degree of liberty (still controlled) was given back to our trade and by degrees, possibilities for imports of foreign coffees could be realized.

French consumption gradually increased and figures from customs bonds during the year 1950 show that during that year it reached 2,500,000 bags, that is to say, about one-sixth less than before the war, though the number of the inhabitants is 2,000,000 higher than it was in 1938-1939.

What are the reasons of this underconsumption? As much as we can speak about that subject with some certitude, it appears that the following is the explanation.

Short allowances have made the consumer unaccustomed to a frequent use of the drink, as was true formerly.

The use of some substitutes (e.g., roasted barley) has remained in some agricultural areas.

The price of the product enables few consumers to afford it. Roasted coffee of standard quality actually costs 800 Fr. a kilogram in France, so a non-specialized workman who earns 80Fr. an hour has to work about ten hours to be able to buy one kilogram of coffee.

Moreover, the necessity of selling at the lowest possible price incites tradesmen to buy the most ordinary qualities, and consequently they can offer the consumer blends of ordinary taste only.

In fact, the part of the consumption directed to fine qualities is figured at only 20 per cent.

Under consideration is a big propaganda campaign on a national scale, in order to increase the quantity of coffee consumed by every inhabitant. It is now only about 3.5 kilograms a year per capita.

But it seems obvious that such propaganda will have an effect only if striking efforts are made by important roasting firms to improve the quality of the product.

Should the consumer find pleasure in tasting his drink, he would be induced to do it again more frequently, but such a campaign would be organized in vain if we could only make available to him actual blends which are not pleasant enough to the taste.

France is supplied with coffee about 50 per cent from French overseas countries; about 30 per cent from Brazil (Minas, Victoria, and Rio, and some Santos and Parana); 15 per cent various Robustas (Belgium Congo, Angola, etc.); and 5 per cent from various other sources.

Exchange difficulties are sometimes in the way of the coffee supplies from the center of America, Haiti and St. Domingue. For that reason, the roaster cannot find all the varieties of fine coffees he wishes to use in preparing a very fine quality of coffee.

For the time being, though enjoying relative liberty, coffee is regulated as to its origins and is subject to a regulation with regards to price. Benefit margins, which include all working and other various expenses, are limited for the importer as well as for the roaster.

Imports are subject to licenses which are under the control of the Board of Finance and the Board of Trade.

It is, in fact, a controlled liberty which has been granted us. We shall not be able to hope for any improvement before the futures market has recovered its place.

This restoration of the futures market at Le Havre, which is supposed to become the continental market for coffee, is followed with the greatest interest by entire industry in this part of the world.

There are serious technical and material difficulties to be resolved which postpone the realization of this project. However, the official authorization has been granted for the re-opening, and it seems that when new regulations have been established and a sufficient stock constituted, the market will be allowed to be resumed.

We are convinced, owing to the interest it creates, that it will not be long before the Le Havre market will recover the activity and influence which it had before the war.

It may be that as long as we have the credit restrictions which are imposed on all the firms in France, the mass of transactions will not recover the importance it used to have before the war. However we can state that for a few

(Continued on page 72)



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San Salvador, El Salvador C. A.

U. K. coffee trade shaken by retail rise

By B. W. MALKIN, *Honorary Secretary
Coffee Buyers' Association, Ltd.
London*

When giving you our news this time last year, we then congratulated ourselves on the fact that we had so far escaped the full force of the situation which confronted the world's coffee distributors in the autumn of 1949.

Since then, however, the coffee trade in the United Kingdom has suffered a severe blow, for in May last the Ministry of Food increased retail coffee prices by nearly 25 per cent. A one-half pound tin of vacuum packed coffee (the popular size in this country) now costs 5/7d. per pound.

To you in the U.S.A., accustomed for so long to high price coffee, this may not appear an exorbitant price, but in the U.K., where coffee is still the beverage of the few rather than the masses, there appears to be every prospect of it being relegated to that place on the grocers' shelf allotted to "luxury articles."

It is as yet too early to ascertain whether as "sales resistance" which the trade is at present experiencing is

entirely due to the new prices or in fact to seasonal conditions, but undoubtedly with the continued increase in prices of many essential articles coffee sales are bound to suffer.

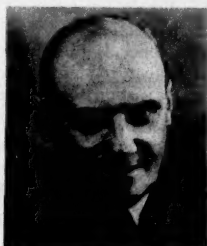
However, the "silver lining in the clouds" is the maintenance of sales of brewed coffee by caterers despite increased prices, and we of the C.B.A. pride ourselves that this has much to do with our "Better Brewing Campaign," for unquestionably there has been an improvement in brewing standards. The general public, owing to economic difficulties, is certainly becoming more "choosy" and the caterer must now give more attention to this side of his business or lose custom.

We are still forging ahead with our Better Brewing Campaign, so far as limited resources will permit. The latest acquisition is the introduction in the U.K. of a Standard Coffee Measure, for the design of which we are greatly indebted to the generous cooperation of the Pan-American Coffee Bureau.

Preliminary publicity was given by a press release, followed by a television demonstration which quickly interested Food and Cookery experts and very soon many inquiries were received from the writers on these subjects in the national press.

The trial order which we placed for 50,000 was quickly taken up, and with orders continuing to come in at a high rate, we are now awaiting delivery of a second consignment.

To insure visitors to the South Bank Festival of Britain



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Exhibition receiving good coffee well served, the Festival authorities called in the C.B.A. to advise on standards.

The C.B.A. drew up a plan designed to foster a spirit of competition both within and between the various catering establishments on the South Bank in the serving of good coffee.

A framed certificate is awarded each month to those catering establishments which qualify by serving consistently good coffee. The certificate is known as "The Seal of Quality," and is prominently displayed in those establishments qualifying.

A judging panel drawn from the most eminent authorities on food and cookery make regular visits to these South Bank catering establishments to assess the standard of the coffee served.

Under the auspices of the C.B.A., the scheme was launched at a press reception at Grocers' Hall, in the City of London, on April 16th last, and was well received. This beautiful old hall, lent especially for the occasion by the Grocers' Company, one of the oldest of our city livery companies, added greatly to the dignity of the proceedings. The reception, attended by many prominent people in all walks of life, included representatives of the British Travel and Holidays Association. This association has taken considerable interest in improving coffee standards in the U.K., and gave the scheme its blessing.

The majority of the catering establishments on the South Bank have cooperated wholeheartedly in the scheme, and having regard to the many difficulties peculiar to all such exhibitions, it has worked very well.

A permanent award is to be made to those establishments which gain the monthly award throughout the

period of the South Bank Exhibition, with a memento for those of the staff who participate in the scheme.

The Ministry of Food continue as the sole buyer of coffee for the U.K. Early this year, at the suggestion of the Ministry, the trade submitted a scheme for a gradual and partial decontrol of coffee, and a re-introduction of private importing. Discussions with representatives of the Ministry followed, but news has just come to hand that all such schemes have been postponed. Controls are to continue for an indefinite period, and the Ministry is to continue bulk buying. The trade, however, looks forward to a distinct improvement in the world supply position in the near future.

To conclude this short article, nothing could be more fitting than for me to convey to the N.C.A. on behalf of our association the warmest of good wishes for another successful and fruitful convention.

Federacion Cafetalera holds five-day meeting in San Jose

A five-day meeting of the Federacion Cafetalera Centro-America-Mexico-El Caribe was held last month in San Jose, Costa Rica.

Members of the Federacion are El Salvador, Guatemala, Nicaragua, Costa Rica, Honduras, Mexico, Haiti, Cuba and the Dominican Republic.

The meeting studied theoretical and practical aspects of problems connected with improving the quality and expanding the production of coffee in the member countries.

Manager of the Federacion is Arturo Morales, who operates out of headquarters in San Salvador.



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Belgium's coffee revolution

By J. DEMOLIN, *Secretary General
Office du Café
Belgium*

The Belgians are 100 per cent coffee-drinkers for several generations now. If the use of beer is a national habit, coffee is the outstanding household beverage. Hence the conditions of coffee marketing in our country can be compared only with those in countries with similar customs.



The first and the second World Wars, each lasting for more than four years, brought brutal breaks in the traditional consumption of coffee. But the people, each time, were eager to renew the use of coffee.

On commercial grounds, however, the process of distribution of coffee has undergone a radical change since 1944. Up to 1940, the roaster and blender of coffee was essentially nameless. Roasters were known only by their retailers, in opposition to the commercial form in neighboring countries, where more progressive sales policies were in use. The Belgian condition resulted from the fact that roasted coffee and blends were always sold loose. The only reference to quality and type was in the prices.

During the last five or six years this state of things changed thoroughly, and now every coffee is sold packed in very attractive paper bags under the mark and the cover of the roaster responsible.

The Belgian territory is relatively small, with maximum distances of 250 kilometers between the extremes. Roads and means of communication are very abundant and fast. Yet consequence of the former namelessness in coffee is that there still are very few roasters working on a national scale. Coffee is almost entirely a regional or a local affair, and the majority of roasters limit their distribution to places located within 50 kilometers of their offices.

The growth of more modern selling methods has introduced an element of natural selection among the roasting enterprises, in favor of the specialised roasters applying themselves energetically to their products, their trade marks and their personal fame.

We must agree that this pressure on the market jostled somewhat the consumer's habits. He very often did not know which way to turn among the various new marked blends coming into sight every day on the retailer's shelf.

During such conditions of commercial growth and adolescence, the roasters were met by the storm of rising prices. But their sound judgement and a commercial policy aimed at a more favorable future made it possible for them to

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- Flexible Plug
- Cup Markings on Bowl



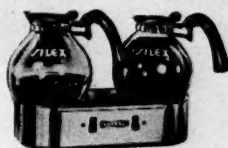
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Silex Decanter with special Rubber Plug that adapts any upper bowl to this Semi-Wide Lower.

New Warmer Speeds Up Service

No matter how you brew your coffee you'll find that peak demand brings congestion at the brewing points. Want to get rid of that bottleneck? Just install the new SILEX 2-Burner Warmers at convenient locations. Have the bus boys draw decanters of coffee from the brewing points and deliver them to the warmers.

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round this perilous cape. Commercial freedom meanwhile was shocked from time to time by government interference in the selling prices of the roasted product. If the principle of the replacement price still has its worth, it is nevertheless battered after official use of every means to defer advances in selling prices and repeated requests for the trade to make "sacrifices", to the prejudice of the private capital of the enterprises.

So the main problem of the two last years becomes a problem of prices. It may be admitted that the roasting industry progressively pushed the selling prices up to the limit of the consumer's intentions and possibilities, but that this limit was a burden on the quality of the blends. The consumer, on his side, made remarks like, "Coffee is no longer what it was before". The trade had to apply itself to check such assertions.

Everyone feeds the hope that world prices for raw coffee may fall. Unhappily such wishes are of no effect upon the facts.

The only way through such intricate conditions of marketing lies in a compromise between the consumer's needs and the exigencies of the foreign sellers. That is our traders' daily job. But allow me to state that the Belgians showed ability to meet the most difficult situations, and we have confidence in their outlook for the future.

Coffee science at Jipijapa

(Continued from page 59)

applied better methods to care of their trees and to preparation of the coffee. Some of these people heard for the first time of the washing process, and by using it obtained more profit for their harvest. - - -

Because of insufficient personnel, however, our vigilance in some sections was not effective. Trees suffered as farmers cropped the leaves together with the fruits, a practise which renders the trees incapable of producing a normal harvest for two years.

We must also add that the 1950-51 rainy season was irregular, and production will be small. We calculated the crop will be only 15,000,000 kilos, against the 1949-50 crop of 24,000,000 kilos.

Although we have a big job to do in Ecuador, we are sure that the activities and program of the Instituto Ecuatoriana del Cafe will permit the introduction into international commerce of our better quality coffee in larger quantities.

Auskern: New York roasters

(Continued from page 53)

benefit of the entire trade.

We are especially grateful in these trying times to be able to turn to the National Coffee Association and to the various other local organizations. Government restrictions, new laws, additional taxes, interstate questions—These can best be solved for the benefit of all by a good strong national body.

There is always much to be gained by attending a convention . . . greeting old friends, making new ones, getting new ideas, discussing old ones, finding new enthusiasms . . . even, and by no means least, squeezing in a bit of a vacation.

I am looking forward to a constructive and enjoyable convention at Coronado, where new problems facing us will be clarified, to the benefit of all in the coffee industry.

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Coffee . . . and the "convenience" trend in foods

By FRANK J. HABERL, Jr., Sales Manager
Cup Brew Coffee Bag Co.

Merchants of all trades are constantly faced with the problem of balancing their merchandising program between their desire to produce a top quality product and the consumer's desire for convenience. Mrs. Housewife can be likened to a butterfly in the manner in which she flits about in her shopping habits, continually looking for a new way to do the chores of homemaking—easier and better!

This desire for convenience opened the door for the presentation and acceptance of many innovations in the food industry. Food Field Reporter, in its May, 1951, issue, published some very pertinent statistics illustrating the swing to "convenience" items in the grocery field. A survey of the Washington, D. C., area showed: 34 per cent of the families buy frozen or semi-prepared rolls and biscuits; 77.6 per cent buy waffle and pancake mixes; 58.4 per cent use frozen fruit juices; and, 39.4 per cent buy and use instant or soluble coffee.

These statistics are provocative! Is Mrs. Housewife getting the maximum quality from these convenience items? Or is she willing to sacrifice quality for the sake of convenience alone? What are the manufacturers of these basic food products doing to maintain the utmost in quality and perfection?

The answers to these questions can come only from a careful evaluation of the consumers' demands and the manufacturers' ability to satisfy these demands to the best of his ability.

The demand for convenience has caused perhaps the greatest changes in the coffee buying habits of Americans during the past fifty years. We have seen the passing of retail green bean sales and of home roasting and grinding; the introduction of pre-roasted blends in convenient consumer packages; the development of vacuum and pressure packaging.

The never-ending search on the part of coffee roasters to keep abreast with changing times and the evolutionary changes in the techniques of production have resulted in the establishment of coffee as a national beverage. The history of the growth of the coffee industry closely parallels the growth of all American industry. Coffee is big business, very big business, and, therefore, has a great responsibility to its consuming public. Alert businessmen in the coffee trade have always been aware of that responsibility, and have always taken great pride in their ability to provide consumers with a product of maximum quality. However, coffee is a very delicate product and subject to great variance before the finished brew is ready for drinking. How many times have coffee roasters said, "If only I were assured that my customers were enjoying

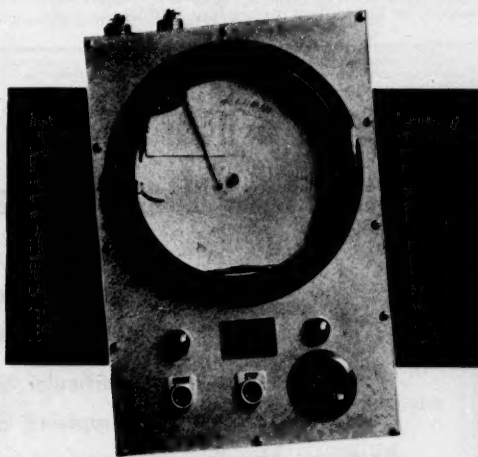


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... DAY AFTER DAY

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No more under-roasted or over-roasted coffee! The TEMPO-VANE ROASTING CONTROLLER keeps each roast exactly the same—and does it *automatically*. Its operation is simple and positive—assures identical roasts regardless of weather, humidity, or amount of moisture in the beans.



Leading coffee companies throughout the nation find the TEMPO-VANE ROASTING CONTROLLER soon pays for itself in keeping production at peak levels, and in maintaining top quality and shrinkage control day after day. For full details, write or phone:

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the real full-bodied flavors that I taste on my bench!" What are consumers doing to coffee that makes it so difficult?

Perhaps the answer lies in a new educational program to tell consumers how to make better coffee; or perhaps in a new method of brewing coffee that consistently guarantees flavor and aroma.

Many coffee men have been alarmed at the growth of the soft drink industry; they regard it as a serious competitor. More and more housewives are getting away from coffee as that "between meals" beverage in favor of soft drinks containing large quantities of carbohydrates. Unfortunately, coffee brewed in the morning and reheated throughout the day can hardly be called a tasty beverage.

It has been the desire for a simple and convenient method of making coffee that has opened the door to instant and soluble coffees. It is here that the coffee industry must evaluate its original thesis: Is it providing the best possible quality, and teaching its customers to accept nothing less than the quality to which they are accustomed?

Instant coffee

We all realize the demand for "convenience" type products, as recent surveys show 12 per cent of the entire American coffee consumption is in the form of instant coffee products. It is also here that we, as business men, realize that the largest volume of soluble coffee manufacturing is not being done within the realm of the coffee industry! Where, then, is the failure . . . and what should be done?

Is the coffee roaster still concerned with the prime factor of quality? Yes, because of his desire to sell the best product he knows how to produce. With the coffee in-

dustry's desire for quality standards and the customer's desire for ease and convenience, the challenge is, "Give them what they really want—a quality product they can enjoy to the fullest, made in the most convenient way possible!"

Duncan Coffee, Houston, gets franchise for Duncan Hines Coffee in Southwest

The Duncan Coffee Co., Houston, has been franchised for the exclusive production and distribution of Duncan Hines coffee for an area covering a substantial portion of seven southwestern states, it is announced jointly by H. M. Duncan, president of Duncan Coffee Co., and Roy H. Park, president of Hines-Park Foods, Inc., Ithaca, N. Y.

Duncan Coffee, one of the nation's largest independent coffee importers and roasters, will serve Texas, Oklahoma, Kansas, New Mexico, Colorado, western Arkansas, and western Louisiana.

Other franchises covering the northeastern and southeastern marketing areas are held by the Woolson Spice Co., Toledo, and the Fleetwood Coffee Co., Chattanooga, respectively.

The Duncan Hines coffee product has already made its appearance in the northeast portion of the country. It is described as a "super-premium blend."

Coffee in postwar France

(Continued from page 65)

months now, there has been a progressive improvement in trade possibilities for coffee.

As far as we may be from complete freedom, this improvement represents remarkable and important progress when we glance back over the situation which was ours during the last ten years.

COFFEE

Private Label Blending — Roasting — Packing

- Vacuum Tins or Jars
- 1-lb. Paper or Pliofilm Bags
- 3-oz. Restaurant Packs

We can meet your own particular need . . . or furnish a complete service from start to finish . . . supplying Green coffee, roasting to **your** specifications, blending to **your** standard, packing under **your** label.

. . . send samples of your coffee—we will match it and quote prices . . .

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BOSTON: 156 State Street NEW YORK: 100 Front St.

"Good cup of coffee" helps in American construction of bases 'round the world

"A good cup of coffee is an important ingredient in the rapid completion of foreign bases in the American rearmament program. It is one of the five foundations on which rest the success of American construction projects around the world."

So says James H. Dillon, president and executive secretary of the Construction Men's Association, New York City.

The association is a mutual welfare organization with a membership of 10,000 skilled specialists and technicians, such as electricians, carpenters, plumbers, machinists, aviation pilots, etc., who work on construction projects outside continental United States. According to Mr. Dillon, 180,000 American civilians are currently working on one hundred construction jobs throughout the world.

A recent flood of complaints around the world from the Aleutians to Africa about the poor coffee being served led him to investigate the products turned out by New York coffee roasters. After his survey he laid the blame for poor coffee squarely on the camp managers.

"There is no excuse for poor coffee," he said.

Speaking with the background of a personal manager who has spent a quarter century on projects of all kinds in all parts of the world. Mr. Dillon added, "It is my opinion that the most important things on a foreign job are letters from home, pay, a good place to sleep, good food, and good recreation, in that order. I have found that if a man

does not get a good cup of coffee to top off his meal, the entire meal is ruined for him. Poor coffee is one of the quickest morale destroyers I know.

"When morale is shot, the job schedule goes haywire, completion dates are not met, and the company may have to forfeit its performance bond. That is a stiff price to pay for a poor cup of coffee, and that is why I say a good cup of coffee is one of the five foundations on which the success of American construction projects around the world is founded.

"I do not know of any instance in which bad coffee, by itself, has caused a firm to lose money, but I know of several projects right now in which bad coffee is one of the reasons certain construction and engineering firms cannot obtain the skilled specialists they desperately need to fulfill contracts for the U. S. government in our rearmament program. The Construction Men's Association is not a hiring hall or employment agency, but one of the services we perform for our 10,000 members is to keep them informed of projects that need their types of skills. We will not recommend jobs on these projects until the complaints are corrected."

Mr. Dillon cited as one example of ignorance about American's love for coffee a project in Asia, where tea is the favored drink. American employees urged that both tea and coffee be served. The chef obliged—he brewed them both together and served them as a mixed drink!

Mexico's coffee exports to Europe

Exports to Europe in 1950 amounted to 17,468 bags, compared with 3,689 bags in 1949 and a prewar annual average of 228,747 bags.

Byrne, Delay & Co. Coffee

NEW YORK

Cable Address:
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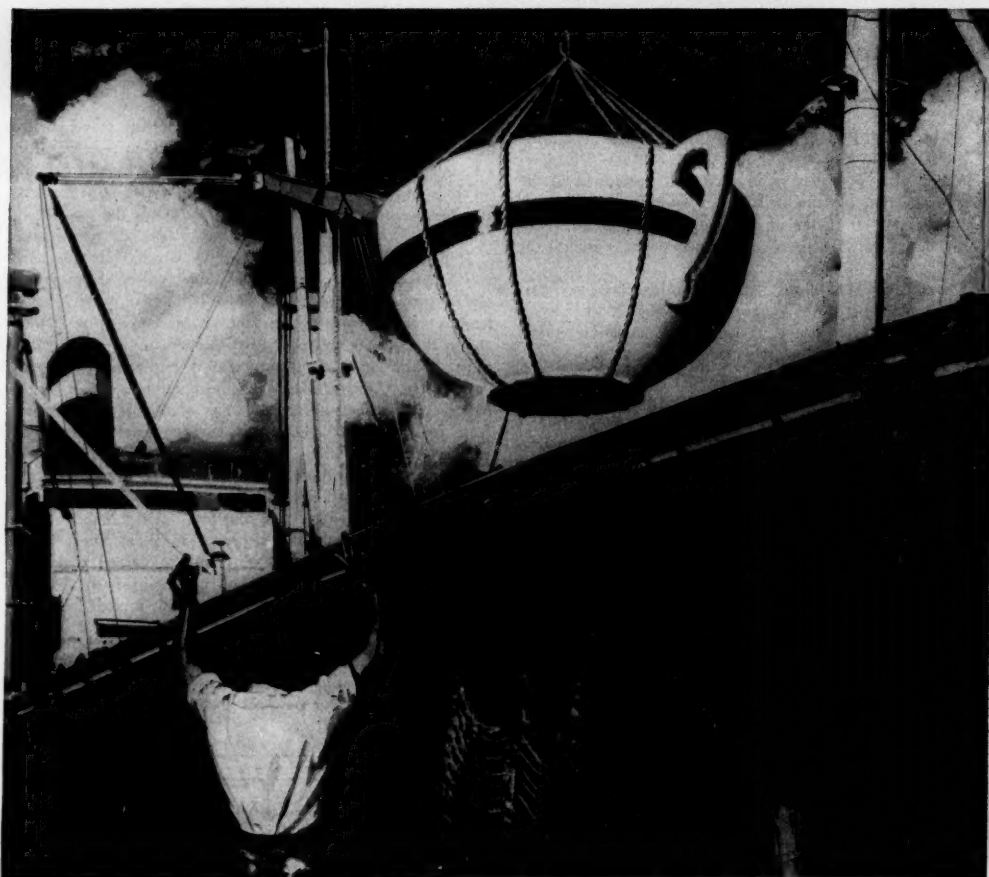
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SANTOS



It's a PLEASURE!

As the National Coffee Association holds its 1951 convention, you can be sure that conventioners look forward to the relaxation of "coffee time" just as millions of other Americans do. You can be equally sure that the coffee which delegates enjoy during the convention, like the coffee they enjoy at home or in their favorite restaurants, is a blend of choice varieties originating in the Central and South American countries served by Grace Line.

No other import is more significant than coffee in the everyday scheme of living for so many millions. To help these millions enjoy their favorite beverage at its best, Grace Line keeps quality coffee moving northward swiftly and efficiently, a responsibility in which we take particular pride.

To all of its many friends throughout the industry, Grace Line pledges a continuing effort to serve the coffee trade with all possible speed and dependability. To the N.C.A. as it gathers in Coronado, Grace Line extends every good wish for a successful and constructive convention.



GRACE LINE

10 Hanover Square, New York 5, N. Y.

Agents and Offices in All Principal Cities

COFFEE & TEA INDUSTRIES and The Flavor Field

Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American West African Line
Barb-Fru—Barber-Fern Line
Barb-W Afr—Barber West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebank's Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines

Independent—Independent Line
Isbrandtsen—Isbrandtsen Co., Inc.
Italian—Italian Line
JapPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Netb—Royal Netherland Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Sued-Am—Swedish American Line
UFruit—United Fruit Co.
W. Cst—West Coast Line, Inc.
West-Lar—Westfal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
G—Guantanamo
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampson Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nl—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
10/13	Telde	UFruit	Cristobal ¹ 10/16
11/4	Csti Avntur	Grace	LA11/15 SF11/18 Sall/23
11/6	Telde	UFruit	Cristobal ¹ 11/19
11/29	Csti Nomad	Grace	LA12/10 SF12/13 Sall/28
12/8	Gunnars Knot	Grace	LA12/19 SF12/22 Sall/27
12/22	Anchor Hitch	Grace	LA1/2 SF1/5 Sall/10

SAILS	SHIP	LINE	DUE
ACAPULCO			
19/19	Csti Nomad	Grace	Cristobal ¹ 11/2
10/29	Gunnars Knot	Grace	Cristobal ¹ 11/12
11/11	Anchor Hitch	Grace	Cristobal ¹ 11/25

SAILS	SHIP	LINE	DUE
AMAPALA			
10/12	Telde	UFruit	Cristobal ¹ 10/16
10/24	Csti Nomad	Grace	Cristobal ¹ 11/2
10/27	Choluteca	UFruit	Cristobal ¹ 11/3
11/1	Csti Avntur	Grace	LA11/15 SF11/18 Sall/23
11/3	Telde	UFruit	Cristobal ¹ 11/9
11/3	Gunnars Knot	Grace	Cristobal ¹ 11/12
11/16	Anchor Hitch	Grace	Cristobal ¹ 11/25
11/26	Csti Avntur	Grace	LA11/15 SF11/18 Sall/23
12/5	Gunnars Knot	Grace	LA12/19 SF12/22 Sall/27
12/19	Anchor Hitch	Grace	LA1/2 SF1/5 Sall/10

SAILS	SHIP	LINE	DUE
BARRANQUILLA			
10/10	Cape Cod	UFruit	NY10/21
10/10	Fiador Knot	UFruit	NO10/22
10/12	La Baula	Independence	LA11/24 SF11/25 Pol1/30 Sall/2 Val2/3
10/14	Csti Avntur	Grace	LA11/15 SF11/18 Sall/23
10/17	Cape Ann	UFruit	NY10/28
10/18	Sofia	Grace	NY10/23
10/24	Cape Avinaf	UFruit	NY11/4
10/24	A steamer	UFruit	NO11/5
10/25	Monica	Grace	NY10/30

SAILS	SHIP	LINE	DUE
10/31	Clara	Grace	NY11/5
10/31	Cape Cmbind	UFruit	NY11/11
11/7	Cape Cod	UFruit	NY11/18
11/7	Fiador Knot	UFruit	NO11/19
11/8	Sofia	Grace	NY11/13
11/8	Csti Nomad	Grace	LA12/10 SF12/13 Sall/28
11/14	Monica	Grace	NY11/19
11/18	Gunnars Knot	Grace	LA12/19 SF12/22 Sall/27
11/22	Clara	Grace	NY11/27
11/28	Sofia	Grace	NY12/3
12/1	Anchor Hitch	Grace	LA1/2 SF1/5 Sall/10

SAILS	SHIP	LINE	DUE
BARRIOS			
10/16	Adm Fraser	UFruit	NY10/23
10/17	Inger Shou	UFruit	NO10/22 NO10/25
10/30	Alfa	UFruit	NY11/6
11/6	Byfjord	UFruit	NY11/13
11/13	Matura	UFruit	NY11/200

SAILS	SHIP	LINE	DUE
BUENAVENTURA			
10/14	Margarita	Grace	Chsn10/20 NY10/22
10/16	Rita	Grace	NY10/29
10/19	Adela	Grace	LA10/28 SF10/30 Sall/16
10/20	Bresle	Independence	LA11/5 Pol1/12 SF11/18
10/21	Isabel	Grace	Chsn10/27 NY10/29
10/22	Farmer	Gulf	NO10/31 NO11/12
10/28	Luisa	Grace	Chsn11/3 NY11/5
11/2	Elisa	Grace	NY11/9
11/4	Maria	Grace	Chsn11/10 NY11/12
11/5	Eliana	Grace	LA11/15 SF11/18 Sall/22
11/10	La Baula	Independence	LA11/24 SF11/27 Pol12/2 Sall/4 Val2/5
11/21	Leonor	Grace	LA11/29 SF12/1 Sall/8

SAILS	SHIP	LINE	DUE
CARTAGENA			
10/14	Cape Ann	UFruit	NY10/28
10/21	Cape Avinaf	UFruit	NY11/4

YES, they know us well in **SANTOS**



With these dock crews . . . with the warehouse men and agents . . . with the tasters and brokers . . . throughout the great coffee industry of Brazil the name of Moore-McCormack is as familiar as coffee itself. Hardly a day goes by that doesn't find a Moore-McCormack ship loading at the Santos docks.

Coffee is important to Moore-McCormack Lines. The great passenger ships of the Good Neighbor Fleet . . . our big super-speed C-3 cargo liners . . . our modern freighters . . . all share in the responsibility of keeping coffee moving to meet the demands of the North American market.

We have spared no effort to maintain efficient and dependable service; we shall continue to devote our energies to the maintenance of such service.

MOORE-McCORMACK
Lines
5 Broadway New York 4
Offices in principal cities of the world

SAILS	SHIP	LINE	DUE
10/21	A steamer	UFruit	N011/5
10/28	Cape Cumbria	UFruit	NY11/11
11/4	Cape Cod	UFruit	NY11/18
11/4	Fiador Knot	UFruit	N011/19

CHAMPERICO

11/7	Cstl Avnturer	Grace	LA11/15 SF11/18 Sell/23
12/2	Cstl Nomad	Grace	LA12/10 SF12/13 Sell/18
12/11	Gummers Knot	Grace	LA12/19 SF12/22 Sell/27
12/25	Anchor Hitch	Grace	LA1/2 SF1/5 Sell/10

CORINTO

10/12	San Benito	UFruit	Cristobal 10/19
10/24	Bresle	Independence	LA11/5 Pol1/12 SF11/18
10/26	Choluteca	UFruit	Cristobal 11/3
10/27	Cstl Nomad	Grace	Cristobal 11/2
10/31	Cstl Avnturer	Grace	LA11/15 SF11/18 Sell/23
11/2	Telde	UFruit	Cristobal 11/9
11/6	Gummers Knot	Grace	Cristobal 11/12
11/14	La Baule	Independence	LA11/24 SF11/27 Pol2/2 Sell/4 Val2/5
11/19	Anchor Hitch	Grace	Cristobal 11/25
11/25	Cstl Nomad	Grace	LA12/10 SF12/13 Sell/18
12/4	Gummers Knot	Grace	LA12/19 SF12/22 Sell/27
12/18	Anchor Hitch	Grace	LA1/2 SF1/5 Sell/10

CRISTOBAL

10/13	Fiador Knot	UFruit	N010/22
10/15	Cape Cod	UFruit	NY10/21
10/22	Cape Ann	UFruit	NY10/28
10/27	A steamer	UFruit	N011/5
10/29	Cape Avirof	UFruit	NY11/4
11/5	Cape Cumbria	UFruit	NY11/11
11/10	Fiador Knot	UFruit	N011/19
11/12	Cape Cod	UFruit	NY11/18

DAR es SALAAM

10/28	Afr Grove	Farrell	NY11/24
11/19	Afr Planet	Farrell	NY12/16

EL SALVADOR

10/10	Nereide	Italian	LA10/20 SF10/23 Val0/29 Sell/2 Pol1/5
10/14	Winnipeg	French	LA10/25 SF10/29 Val1/2 Sell/6 Pol1/10
10/26	Bresle	Independence	LA11/5 Pol1/12 SF11/18
11/16	Braule	Independence	LA11/24 SF11/27 Pol2/2 Sell/4 Val2/5

GUATEMALA

10/12	Nereide	Italian	LA10/20 SF10/23 Val0/29 Sell/2 Pol1/5
10/19	Winnipeg	French	LA10/25 SF10/29 Val1/2 Sell/6 Pol1/10
10/27	Bresle	Independence	LA11/5 Pol1/12 SF11/18
11/17	Sirange	Wes-Lar	LA11/24 SF11/27 Pol2/2 Sell/4 Val2/5

GUAYAQUIL

11/1	Eliana	Grace	LA11/13 SF11/18 Sell/22
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LA LIBERTAD

10/16	San Benito	UFruit	Cristobal 10/19
10/23	Cstl Nomad	Grace	Cristobal 11/2
10/31	Choluteca	UFruit	Cristobal 11/3
11/2	Gummers Knot	Grace	Cristobal 11/12
11/4	Cstl Avnturer	Grace	LA11/15 SF11/18 Sell/23
11/5	Telde	UFruit	Cristobal 11/9
11/15	Anchor Hitch	Grace	Cristobal 11/25
11/29	Cstl Nomad	Grace	LA12/10 SF12/13 Sell/18
12/8	Gummers Knot	Grace	LA12/19 SF12/22 Sell/27
12/28	Anchor Hitch	Grace	LA1/2 SF1/5 Sell/10

LA UNION

10/14	San Benito	UFruit	Cristobal 10/19
10/25	Cstl Nomad	Grace	Cristobal 11/2
10/29	Choluteca	UFruit	Cristobal 11/3
11/2	Cstl Avnturer	Grace	LA11/15 SF11/18 Sell/23
11/4	Gummers Knot	Grace	Cristobal 11/12
11/4	Telde	UFruit	Cristobal 11/9
11/17	Anchor Hitch	Grace	Cristobal 11/25
11/27	Cstl Nomad	Grace	LA12/10 SF12/13 Sell/18
12/6	Gummers Knot	Grace	LA12/19 SF12/22 Sell/27
12/20	Anchor Hitch	Grace	LA1/2 SF1/5 Sell/10

LIMON

10/13	Cape Cod	UFruit	NY10/21
10/16	Fiador Knot	UFruit	N010/22
10/20	Cape Ann	UFruit	NY10/28
10/27	Cape Avirof	UFruit	NY11/4
10/30	A steamer	UFruit	N011/5
11/3	Cape Cumbria	UFruit	NY11/11
11/10	Cape Cod	UFruit	NY11/18
11/13	Fiador Knot	UFruit	N011/19

LOBITO

10/14	Afr Pilgrim	Farrell	NY11/12
10/16	Del Rio	Delta	N011/10
11/4	Del Sol	Delta	N012/2
11/11	Afr Patriot	Farrell	NY12/10
11/17	Fernglen	Am-W Afr	NY12/15
12/5	Tulane	Am-W Afr	NY12/31

LUANDA

10/13	Del Rio	Delta	N011/10
10/17	Afr Pilgrim	Farrell	NY11/12
11/2	Del Sol	Delta	N012/2
11/14	Afr Patriot	Farrell	NY12/10
11/17	Fernglen	Am-W Afr	NY12/15
12/5	Tulane	Am-W Afr	NY12/31

MARACAIBO

10/16	Cstl Avnturer	Grace	LA11/15 SA11/18 Sell/23
10/16	Sofia	Grace	NY10/23
10/16	La Baule	Independence	LA11/24 SF11/27 Pol2/2 Sell/4 Val2/5
10/23	Monica	Grace	NY10/30
10/28	Clara	Grace	NY11/15
11/6	Sofia	Grace	NY11/13
11/10	Cstl Nomad	Grace	LA12/10 SF12/13 Sell/18
11/11	Monica	Grace	NY11/19
11/20	Gummers Knot	Grace	LA12/19 SF12/22 Sell/27

MATADI

10/11	Del Rio	Delta	N011/10
10/11	Afr Pilgrim	Farrell	NY11/12
10/31	Del Sol	Delta	N012/2
11/1	Taurus	Am-W Afr	NY11/30
11/8	Afr Patriot	Farrell	NY12/10
11/13	Fernglen	Am-W Afr	NY12/15
11/29	Hoperville	Am-W Afr	NY12/31
12/1	Tulane	Am-W Afr	NY12/31
12/22	Roseville	Am-W Afr	NY1/15

MOMBASA

10/14	Goodfellow	Robin	NY11/28
10/23	Afr Grove	Farrell	NY11/24
10/31	Trent	Robin	NY12/15
11/7	Wentley	Robin	NY12/20
11/14	Afr Planet	Farrell	NY12/16
11/25	Gray	Robin	NY1/8

PARANAGUA

10/13	Mormacmar	Mormac	Jx11/2 Ball/5 Pall/7 NY11/8 Ball/12 Mill/16
10/13	Domingos	Lloyd	NY11/3
10/14	Eidanner	S. Cross	NY11/3 Ball/7 Pall/9
10/15	Mormacswan	Mormac	Ball/4 Pall/6 NY11/8
10/15	Aagledyk	Hol-int	NY11/3 Ball/6 HRI1/9 Ball/10 Pall/13
10/16	Del Valle	Delta	N011/10 Hall/15
10/22	Seafarer	PAB	LA11/16 SF11/18 Val1/26 Sell/27 Pol1/30
10/22	Huller	Nopal	N011/12 Hall/15
10/22	Sirange	Wes-Lar	LA11/23 SF11/25 Pol1/30 Sell/2 Val2/3
10/29	Arenedysk	Hol-int	NY11/17 Ball/21 HRI1/24 Ball/25 Pall/27
11/3	Del Santos	Delta	N011/24 Hall/29
11/7	Mormacrey	Mormac	LA12/3 SF12/6 Val2/11 Sell/14 Pol2/16
11/9	Del Viento	Delta	N012/2 Hall/7
11/19	Del Alba	Delta	N012/10 Hall/15
11/20	Pathfinder	PAB	LA12/17 SF12/22 Val2/26 Sell/27 Pol2/30

PORT SWETTENHAM

10/27	Arnold Msk	Maersk	NY12/8
11/24	Oluf Msk	Maersk	NY1/5

SAILS SHIP LINE DUE

PUNTARENUS

10/10 San Benito Ufruit Cristobal 10/19
 10/22 Choloteca Ufruit Cristobal 11/3
 10/23 Bresle Independence LA11/5 Poll/12 SF11/18
 10/29 Cstl Avntur Grace LA11/15 SF11/18 Sell/23
 10/29 Cstl Nomad Grace Cristobal 11/2
 10/30 Telde Ufruit Cristobal 11/9
 11/8 Gunners Knot Grace Cristobal 11/12
 11/13 La Baule Independence LA11/24 SF11/27 Pol2/2 Sel2/4 Val2/5
 11/21 Anchor Hitch Grace Cristobal 11/25
 11/23 Cstl Nomad Grace LA12/10 SF12/13 Sel2/18
 12/2 Gunners Knot Grace LA12/19 SF12/22 Sel2/27
 12/16 Anchor Hitch Grace LA12/2 SF1/5 Sel/10

RIO de JANEIRO

10/17 Argentina Mormac NY10/29
 10/17 Eidanger SCross NY11/3 Boll/7 Pall/9
 10/17 Mexico Lloyd NO11/3 Holl/10
 10/17 Del Sud Delta NO10/31
 10/19 Mormacmar Mormac JX11/2 Boll/5 Pall/7 NY11/8 Boll/12 M11/16
 10/20 Campero Doderer NY11/6 Boll/8 Pall/10 Boll/12 M11/13
 10/22 Bowmonte IFC NY11/7 Pall/11 Boll/14 M11/19
 10/24 Mormacrey Mormac LA12/3 SF12/6 Val2/11 Sel2/14 Pol2/16
 10/25 Del Valle Delta NO11/10 Holl/15
 10/26 Holberg Nopal Holl/15
 10/28 Seafarer PAB LA11/16 SF11/18 Vall/26 Sell/27 Poll/30
 10/31 Brazil Mormac NY11/12
 10/31 Siranger Wes-Lar LA11/23 SF11 25 Poll 30 Sel2/2 Val2/3
 11/8 Del Santos Delta NO11/24 Holl/29
 11/16 Del Viento Delta NO12/2 Holl/7
 11/24 Del Alba Delta NO12/10 Holl/15
 11/28 Pathfinder PAB LA12/17 SF12/22 Val2/26 Sel2/27 Pol2/30

SAN JOSE

10/22 Cstl Nomad Grace Cristobal 11/2
 11/1 Gunners Knot Grace Cristobal 11/12
 11/6 Cstl Avntur Grace LA11/15 SF11/18 Sell/23
 11/14 Anchor Hitch Grace Cristobal 11/25
 12/1 Cstl Nomad Grace LA12/10 SF12/13 Sel2/18

SAILS SHIP LINE DUE

12/10 Gunners Knot Grace LA12/19 SF12/22 Sel2/27
 12/24 Anchor Hitch Grace LA1/2 SF1/5 Sel/10

SANTOS

10/10 Panama Lloyd NY10/24
 10/10 Mormacpenn Mormac NY10/25 B010/28 Bal0/30 Pal0/31
 10/13 Mormacsteel Mormac Bal0/26 Pal0/28 NY10/30
 10/15 Argentina Mormac NY10/29
 10/15 Nicaragua Lloyd NO11/3 Holl/10
 10/16 Eidanger SCross NY11/3 Boll/7 Pall/9
 10/16 Del Sud Delta NO10/31
 10/17 Mormacmar Mormac JX11/2 Boll/5 Pall/7 NY11/12 M11/16
 10/18 Angledyk Hol-Nrt NY11/3 Boll/6 M11/9 Boll/10 Pall/13
 10/20 Campero Doderer NY11/6 Boll/8 Pall/12 M11/13
 10/20 Bowmonte IFC NY11/7 Pall/11 Boll/14 M11/19
 10/20 Domingos Lloyd NY11/3
 10/20 Mormacswan Mormac Ball/4 Pall/6 NY11/8
 10/23 Del Valle Delta NO11/10 Holl/15
 10/24 Holberg Nopal Holl/15
 10/24 Mormacmoon Mormac Ball/9 Pall/11 NY11/13
 10/27 Seafarer PAB LA11/16 SF11/18 Vall/26 Sell/27 Poll/30
 10/29 Brazil Mormac NY11/12
 10/29 Siranger Wes-Lar LA11/23 SF11/25 Poll/30 Sel2/2 Val2/3
 10/31 Arendsyk Hol-Int NY11/17 Boll/21 M11/24 Ball/25 Pall/27
 11/5 Mormacrey Mormac LA12/3 SF12/6 Val2/11 Sel2/14 Pol2/16
 11/6 Del Santos Delta NO11/24 Holl/29
 11/13 Del Viento Delta Holl/2 Holl/7
 11/15 Bowhill IFC NY12/1 Pal2/5 Boll/8 Hal2/11
 11/22 Del Alba Delta NO12/10 Holl/15
 11/27 Pathfinder PAB LA12/17 SF12/22 Val2/26 Sel2/27 Pol2/30

TAMPICO

10/13 Kragelholm Sued-Am M110/27
 11/25 Svaneholm Sued-Am Hal2/11

VERA CRUZ

11/18 Svaneholm Sued-Am Hal2/11

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VICTORIA

10/18 Nicaragua	Lloyd	N011/3	M011/30				
10/20 Aagtedyk	Hol-Int	NY11/3	B011/6	HR11/9	Ba11/10	Pa11/13	
10/27 Holberg	Nopal	M011/15					
10/27 Del Valle	Delta	N011/10	M011/15				
11/3 Arendsyk	Hol-Int	NY11/17	B011/21	HR11/24	Ba11/25	Pa11/27	
11/10 Del Santos	Delta	N011/24	M011/29				
11/18 Del Viento	Delta	N012/2	M012/7				
11/26 Del Alba	Delta	N012/10	M012/15				

TEA BERTHS

CALCUTTA

10/11 Explorer	AmExp	Bo NY Pa Ba Nf					
10/15 Madapur	Cunard	Bo NY Pa Ba Nf					
10/20 City Durham	El-Buck	B011/22 NY11/24	Pa11/28	NY11/30	Ba12/1		
10/20 Lombok	JacPac	LA11/29 SF12/5	Pa12/12	Se12/14	Val12/17		
11/1 Malakand	Cunard	Bo NY Pa Ba Nf					
11/2 Excelsior	AmExp	Bo NY Pa Ba Nf					
11/7 City Bristol	El-Buck	B012/8 NY12/11	Pa12/14	NY12/16	Ba12/18		
11/8 Limburg	JavPac	LA12/12 SF12/22	Pa12/2	Val1/7	Se1/10		
11/15 Tawali	JavPac	LA12/30 SF1/5	Pa1/12	Se1/17	Val1/21		

COLOMBO

10/16 Jav-Prince	Prince	Hall/10 B011/13	NY11/15				
10/20 City Durham	El-Buck	B011/22 NY11/24	Pa11/28	NY11/30	Ba12/1		
10/23 Silverstar	Silver	LA11/29 SF12/5	Pa12/12	Se12/14	Val12/17		
10/28 Cing-Prince	Prince	Hall/22 B011/25	NY11/27				
11/6 Excelsior	AmExp	Bo NY Pa Nf					
11/6 Arnold Msk	Maersk	NY12/8					
11/7 City Bristol	El-Buck	B012/8 NY12/11	Pa12/14	NY12/16	Ba12/18		
12/13 Oluf Msk	Maersk	NY1/5					
12/13 Brit-Prince	Prince	Hall/7 B01/10	NY1/12				
1/12 East-Prince	Prince	Ha2/6 B02/9	NY2/11				
3/17 Cing-Prince	Prince	Ha4/11 B04/14	NY4/16				

HONG KONG

10/11 McKinley	Am-Pres	SF11/5	Lall/9				
10/13 Cleveland	Am-Pres	SF10/31					
10/17 Peter Msk	Maersk	SF11/12	NY12/1				
10/22 Jefferson	Am-Pres	SF11/10	Lall/14				
10/26 Taft	Am-Pres	SF11/18	Lall/22				
11/1 Wave	Pioneer	NY12/21					
11/3 Nicoline Msk	Maersk	SF11/27	NY12/15				
11/4 Wilson	Am-Pres	SF11/22	Lall/27				
11/12 Madison	Am-Pres	12/10	LA12/14				
11/16 Sally Msk	Maersk	SF12/13	NY1/2				
11/25 Cleveland	Am-Pres	SF12/13	LA12/18				
12/3 Lexa Msk	Maersk	SF12/28	NY1/17				
12/6 Cove	Pioneer	NY1/20					
12/9 Pierce	Am-Pres	SF12/28	Lall/1				
12/11 McKinley	Am-Pres	SF1/4	Lall/8				
12/16 Anna Msk	Maersk	SF1/12	NY2/1				
12/19 Wilson	Am-Pres	SF1/6					
1/3 Jefferson	Am-Pres	SF1/22	Lall/26				

KOBE

10/17 Cleveland	Am-Pres	SF10/31					
10/20 McKinley	Am-Pres	SF11/5	Lall/9				
10/24 Peter Msk	Maersk	SF11/12	NY12/1				
11/3 Taft	Am-Pres	SF11/18	Lall/22				
11/6 Wave	Pioneer	NY12/21					
11/6 Land	Pioneer	NY12/20					
11/8 Wilson	Am-Pres	SF11/22	Lall/27				
11/8 Nicoline Msk	Maersk	SF11/27	NY12/15				
11/20 Madison	Am-Pres	SF12/10	LA12/14				
11/23 Sally Msk	Maersk	SF12/13	NY1/2				
11/29 Cleveland	Am-Pres	SF12/13	LA12/18				
12/7 Lake	Pioneer	NY1/20					
12/8 Lexa Msk	Maersk	SF12/28	NY1/7				
12/11 Cove	Pioneer	NY1/20					
12/13 Pierce	Am-Pres	SF12/28	Lall/1				
12/17 McKinley	Am-Pres	SF1/4	Lall/8				
12/23 Anna Msk	Maersk	SF1/12	NY2/1				
12/23 Wilson	Am-Pres	SF1/4					
1/7 Jefferson	Am-Pres	SF1/22	Lall/26				

SHIMIZU

10/11 Tein Msk	Maersk	SF10/28	NY11/17				
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10/22	McKinley	Am-Pres SF11/5	LA11/9
10/27	Peter Morsk	Maersk SF11/12	NY12/1
11/11	Nicoline Morsk	Maersk SF11/27	NY12/15
11/22	Madison	Am-Pres SF12/10	LA12/14
11/26	Sally Morsk	Maersk SF12/13	NY1/2
12/11	Lena Morsk	Maersk SF12/28	NY1/17
12/19	McKinley	Am-Pres SF1/4	LA1/8
12/26	Anna Morsk	Maersk SF1/12	NY2/1

TANGA

10/25	Afr Grove	Farrell	NY11/24
11/16	Afr Planet	Farrell	NY12/16

YOKOHAMA

10/15	Train Morsk	Maersk	SF10/28	NY11/17
10/19	Cleveland	Am-Pres	SF10/31	
10/25	McKinley	Am-Pres	SF11/5	LA11/9
10/31	Peter Morsk	Maersk	SF11/12	NY12/1
11/7	Taft	Am-Pres	SF11/18	LA11/22
11/10	Land	Pioneer	NY12/20	
11/10	Wilson	Am-Pres	SF11/22	LA11/27
11/11	Wave	Pioneer	NY12/21	
11/15	Nicoline	Maersk	SF11/27	NY12/15
11/25	Madison	Am-Pres	12/10	NY12/14
11/30	Sally Morsk	Maersk	SF12/13	LA1/2
12/1	Cleveland	Am-Pres	SF12/13	LA12/18
12/12	Lake	Pioneer	NY1/20	
12/14	Cove	Pioneer	NY1/20	
12/15	Lena Morsk	Maersk	SF12/28	LA1/17
12/17	Pierce	Am-Pres	12/28	LA1/1
12/21	McKinley	Am-Pres	SF1/4	LA1/8
12/25	Wilson	Am-Pres	SF1/6	
12/31	Anna Morsk	Maersk	SF1/12	LA2/1
1/11	Jefferson	Am-Pres	SF122	LA1/26

¹ Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

² Accepts freight for New York, with transshipment at Cristobal, C. Z.

³ With transshipment at Colombo.

Shipping

Freight rates from Africa increased

Ocean freight rates on coffee shipped from Africa have been increased, reports by Fred C. Byers, chairman of the traffic and warehouse committee of the New York City Green Coffee Association.

The South and East African Conference lines and the Robin Line announced an increase of 15 per cent, effective October 1st, in the South and East African trade, which includes the ports of Mombasa and Dar-Es-Salaam.

The rate on green coffee from East African ports had been \$34.50 per 2,240-pound ton. The increase, figured to the nearest half dollar, brings the rate to \$39.50.

Higher operating costs required the increase, the lines indicated.

Rates were also increased by the American-West African Freight Conference on green coffee shipped from West Africa to U. S. Atlantic and Gulf ports and Canadian Atlantic and St. Lawrence ports.

The West African increase, also effective October 1st, was from \$28.00 per 2,240-pound ton to \$31.00.

East Coast Colombian rates extended to December

The East Coast Colombian Conference has advised that the freighting agreements due to expire on September 30th, 1951, have been extended until December 31st, 1951.

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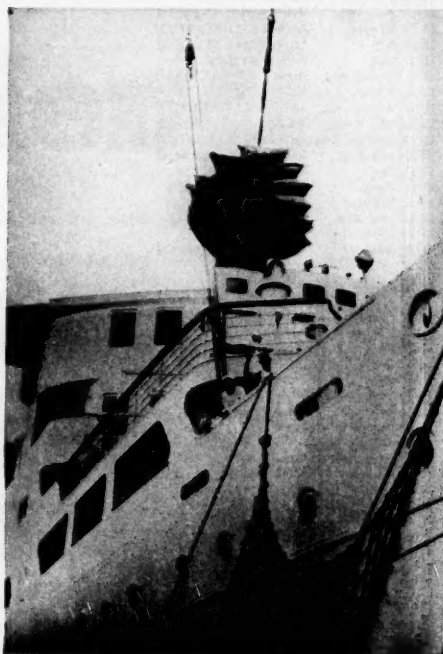
BUT nobody wants it old! Coffee, whether green, roasted, or already brewed, is best when it's fresh—and you get your coffee in 13 days from Santos . . . 12 days from Rio, when it comes via Argentine State Lines.

Three new passenger liners—the RIO DE LA PLATA, the RIO JACHAL and the RIO TUNUYAN have joined the regular fleet of Argentine State Line freighters, operating a swift, dependable service between East Coast ports of South America and New York. Handling by efficient, experienced crews, in and out of immaculate holds, assures a minimum of bag damage and flavor contamination. Your coffee arrives in perfect condition at the modern ASL terminal at Pier 25, North River, New York, ready for easy delivery to truck or lighter.

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U. S. coffee imports up 9% in volume in 1950-51 crop year

Coffee imports into the United States in 1950-51 (July to June) increased nine per cent in quantity and 57 per cent in value over 1949-50 imports, according to records of the Census Bureau.

The United States imported 21.2 million bags of green coffee beans valued at \$1,368 million in 1950-51. This compares with imports of 19.4 million bags valued at \$869 million in 1949-50, 21.0 million bags valued at \$709 million in 1948-49, and a prewar (1935-39) annual average of 13.9 million bags valued at \$140 million.

The import valuation per pound increased from a prewar average of 7.6 cents to 25.5 cents in 1948-49, 33.9 cents in 1949-50, and 48.7 cents in 1950-51.

Imports of coffee from all major areas increased in 1950-51. Imports from South America increased from 15,460,000 bags in 1949-50 to 16,293,000 bags in 1950-51. Coffee imports from North America increased from 3,309,000 bags in 1949-50 to 3,934,000 in 1950-51, and imports from Africa rose from 584,000 bags in 1949-50 to 967,000 bags in 1950-51.

The relative importance of South America and Asia as sources of United States coffee supply has declined since prewar years, while that of North America and Africa has increased.

South America furnished 84.3 per cent of United States coffee imports in the prewar period, compared with 83.1 per cent in 1948-49, 79.7 per cent in 1949-50, and 76.8 per cent in 1950-51.

Asia supplied 1.5 per cent of our coffee imports in prewar years compared with only 0.2 per cent in 1950-51.

North America supplied 12.2 per cent of United States coffee imports in the prewar period, 15.1 per cent in 1948-49, 17.1 per cent in 1949-50, and 18.5 per cent in 1950-51.

Africa furnished 1.6 per cent of our coffee imports in prewar years, 1.7 per cent in 1948-49, 3.0 per cent in 1949-50, and 4.6 per cent in 1950-51.

Brazil alone supplies more than half of the coffee imported into the United States. Imports from Brazil increased from 10,807,000 bags in 1949-50 to 11,352,000 bags in 1950-51. Brazil furnished 59.6 per cent of total coffee imports into the United States in prewar years, 56.0 per cent in 1948-49, 55.7 per cent in 1949-50, and 53.5 per cent in 1950-51.

Total visible coffee stocks in the United States (green coffee inventories plus the green coffee equivalent of roasted coffee in the hands of roasters) were unofficially estimated at 3.8 million bags as of June 30th, 1951, compared with 4.0 million bags on March 31st, 1951, 3.2 million bags on June 30th, 1950, and 3.9 million bags on June 30th, 1949.

Delta Coffee is incorporated

Articles of incorporation have been filed in New York State for the Delta Coffee Corp., to deal in coffee, cocoa, tea and spices.

Directors are Paul Reiner, Lincoln Orens and William Reiner, all of 19 Rector Street, New York City.

Brazil started raising jute in 1936, grew 7,500 tons in 1944 and produced 28,000 tons last year.

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Crops and countries

coffee news from producing areas

Brazil applies port quotas to coffee shipments; exports from Paranagua suspended

Brazil has put into effect monthly export quotas on coffee shipments, established in June for the five main ports by the minister of finance.

Coffee shipments from Paranagua were stopped in mid-September when the monthly quota of 230,000 bags was reached, although 80,000 additional bags were reported to be at the port awaiting shipment.

The quotas for the other ports were: Santos, 870,000 bags; Rio de Janeiro, 355,000; Victoria, 140,000 bags; Angra dos Reis, 35,000.

It was announced that Victoria's unused balance on her August and September quotas had been transferred to Rio's September allowance, raising it to 538,000 bags.

Since Victoria is also not expected to reach her October quota, 40,000 bags have been shifted to Rio's October allotment.

Exporters were hoping that no restrictions would be placed on exports from Rio in future months. In Parana, exporters were pressing claims for a modification of their quotas.

Mello Peixoto reports on the 1951-52 Paulista crop

Geraldo G. de Mello Peixoto, director of the Associação Comercial de Santos, has visited all coffee zones to study prospects for the 1951-52 crop. Here are the results of his observations:

"I consider forecasts for this year to be very high, between 7,200,000 and 7,700,000 bags. In all of the Sorocaba zone, the crop is much inferior to the most conservative estimates. This is also the case as regards the Mogyana and Araraquara zones. In regard to the Paulista zone, the Low Paulista area will provide a very limited crop, but in the High Paulista a new coffee concern will start producing, which will no doubt increase the quantity of coffee shipped from that zone. Even so, it is believed that production will be less than last year. As regards the Noroeste zone, the situation is the same.

"Taking as a basis the amount of 7,690,000 bags for the year 50-51 and considering the big shortage in all producing zones, I have reached the conclusion that the Sao Paulo State's production will be around 6,500,000 bags.

"As regards coffee production in the State of Parana, it is difficult to come to a conclusion in view of the limited statistical elements from that state. There is new coffee planted, and new coffee coming to production, but in view of the climate conditions of Parana it will be very difficult to make up estimates. Formerly a crop of 3,200,000 bags was mentioned, but today this figure has come down to 2,500,000 bags. I believe that this year's production will be closer to the last figure.

"I would stress that, as far as São Paulo's crop is concerned, I would not be surprised if this crop proves to be much smaller than estimated. News received from farms

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BRAZIL QUOTAS SET TO END INTERNAL PORT PROBLEM—LAFER

Brazil established coffee export quotas to settle internal port problems, not to restrict exports in the world markets, Dr. Horacio Lafer, Brazil's minister of finance, declared in New York City last month.

Brazil's main preoccupation is not to create artificial scarcity but to promote, instead, expansion of production, he stated.

which have already reaped their crops are really alarming, due to shortages verified. That old country proverb, In big crops we calculate less than what we reap and in small crops we calculate more than what we reap, has proved to be right this time."

Issues forecast on Brazil's 1952-53 crop

Dr. Oswaldo Ribeiro Franco, president of the Comissão Liquidante do Departamento Nacional do Café, has declared that the 1952-53 Brazilian coffee crop, except for bad climatic conditions, should be distributed by states as follows:

São Paulo	9,200,000
Minas Gerais	2,500,000
Espirito Santo	1,200,000
Rio de Janeiro	150,000
Parana	4,500,000
Others	250,000

Total 17,800,000

From this total, Dr. Franco said, should be deducted 900,000 bags destined for local consumption. There would remain for export to foreign countries 16,900,000 bags.

State of Sao Paulo increases coffee defense tax

The governor of Sao Paulo has increased the mil-reis gold tax on each bag of interior coffee entering Santos to 5.90 cruzeiros.

This tax was created in December, 1924, to provide funds for permanent coffee defense in the state of São Paulo. The tax had been collected at the rate of 2.00 cruzeiros, but was increased because the present exchange value of the cruzeiro-gold is of 5,8968 cruzeiros.

President Vargas submits bill on exchange market

President Getulio Vargas of Brazil recently submitted a bill to Congress on the exchange market, it is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries (formerly The Spice Mill). The bill has the following provisions:

1. The Executive Council is authorized to divide the Exchange Market into "official" and "free".

The taxes prevailing in the free market will be those resulting from "supply and demand".

2. The following operations will be effected through the official market: (a) Exportation and importations of goods and services connected therewith; (b) Government services; (c) All transactions in "conventional currencies" (the words "moeda escritural" are used) stipulated in adjustments, agreements and treaties.

3. All other transactions will be free, in accordance with

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SEES 16,000,000 BAGS FOR EXPORT FROM BRAZIL'S 1951-52 PRODUCTION

Brazil's 1951-52 coffee production now is expected to provide about 16,000,000 bags for export to foreign markets, compared with a revised estimate of about 15,800,000 bags in 1950-51, according to an independent unofficial source, the U. S. Department of Agriculture reports. This represents a drop of about a million bags below an earlier forecast.

(This estimate still differs by more than a million bags from Brazil's official prediction. The Divisao de Economia Cafeira put the exportable crop at 14,800,000 bags.)

The downward revision is attributed mainly to unusually small coffee beans in Sao Paulo and to broca damage in Espirito Santo.

Harvesting of Brazil's 1951-52 coffee crop began in May, 1951, and was practically completed by the end of August, but marketing of this crop will continue until June, 1952.

regulations of the free market.

4. Entrance of foreign capital can be regulated by the executive council in both markets.

5. Except for reasons of national interest, to be resolved by the Conselho de Superintendencia da Moeda e do Credito (Council of Superintendency of Currency and Credit), no operation of one market can be effected in the other.

6. Operations effected through the free market are exempt from all limitations established in Articles 6, 7 and 8 of Decree No. 9025 of 27/2/46.

7. All operations effected in the free market are exempt

from taxes referred to in Laws Nos. 156 and 1383 of 28/11/47 and 13/6/51 respectively.

Record coffee crop forecast for East Africa

British East African coffee production is expected to total about 1,225,000 bags in 1951-52, compared with 1,080,000 in 1950-51, 790,000 in 1949-50, and a prewar (1935-36 to 1939-40) annual average of 785,000 bags, according to R.M. Schneider, American consulate general, Nairobi.

The increase forecast for 1951-52 is mainly attributable to exceptionally heavy flowering followed by the heaviest rains in 25 years. Since domestic consumption amounts to very little, nearly all of the new crop will be available for export.

The 1951-52 crop will consist of about 470,000 bags of Arabica and 755,000 bags of Robusta. About 230,000 bags will be produced in Kenya, 335,000 bags in Tanganyika, and 660,000 bags in Uganda.

If the new crop turns out as expected, British East Africa will export more coffee than any other coffee-producing area in Africa.

See larger 1951-52 coffee crop in Nicaragua

Nicaragua's 1951-52 exportable coffee production has been tentatively forecast by some coffee planters at about 300,000 bags, according to J. P. Rourk, American embassy, Managua. This compares with a revised estimate of 270,000 bags for export from the 1950-51 harvest, 346,000 bags from the bumper crop in 1949-50, and 110,000 bags from the extremely small harvest in 1948-49.

The estimate of Nicaragua's 1950-51 exportable coffee

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output has been revised upward to 270,000 bags from an earlier estimate of 210,000 bags. The most reasonable explanation for this substantial revision is that the crop from the more remote areas of the northern departments of Jinotega, Nueva Segovia, and Madriz far surpassed expectations. These areas are isolated, can be reached only over very poor mule or ox-cart trails and, for the most part, contain numerous small coffee fincas whose owners come into the larger town infrequently. It is thus difficult to estimate the crops in these areas with any degree of accuracy.

In addition, these areas contain the largest number of young, expanding plantations, and production there has been increasing.

"In the early days, when burlesque, minstrel and show-boat comedians treaded our lands, they were seen by only a small portion of the population," he added. "Radio has brought these funnymen to millions and television has taken them even deeper into the hearts of the American public. Fellows like Arthur Godfrey, Milton Berle and Bob Hope have done more for this country than most politicians and statesmen, especially in our troubled times. They are our super salesmen of democracy and products used in the home."

Haiti to increase coffee production

Under a five-year plan to go into effect next year coffee growing areas in Haiti will be increased by at least 5,000 acres, it has been announced today by Jules Domond, Haitis secretary of agriculture. Ninety thousand acres are already under cultivation.

Development of new crop lands will be carried out by government experts in cooperation with landowners, Mr. Domond said.

In addition, efforts will be made to increase coffee yields from 400 to 600 pounds per acre on some 25,000 acres of mountain farms. This two-point program will cost the government of Haiti an estimated 500,000.

Mr. Domond said that the 1951-52 coffee crop is expected to exceed the 50,000,000 pound 1950-51 harvest.

The report also contains a summary of coffee control in India over the past decade.

See drop in Guatemala's coffee output

Guatemala's 1950-51 exportable coffee production now is estimated at around 775,000 bags, substantially lower than preliminary forecasts, and about 14 per cent below the revised estimate of 900,000 bags for export from the 1949-50 crop, according to D. M. Crawford, agricultural attache with the American Embassy in Guatemala City. This compares with 980,000 bags for export from the 1948-49 crop and an annual average prewar (1935-39) exportable output of 922,000 bags.

Various reasons have been given for the smaller 1950-51 coffee crop, such as excessive rainfall and the carryover effect from storm damage in the fall of 1949. Some observers believe it was the natural result of large crops during the past several years. It has been noted that the output of the larger coffee farms is going down because of the old age of the coffee trees.

While the Guatemalan coffee trade generally agrees that the 1950-51 coffee crop was smaller than in 1949-50, there is considerable divergence of opinion as to the amount which will be exported during the current market-

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**leading handlers of mild coffees
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COFFEE SERVICE

The Northern Pan-American Line, A/S
OSLO

Agents

New York—Dichmann, Wright & Pugh, Inc., 44 Whitehall St.

New Orleans—Biehl & Co., Inc., 1308 National Bank of Commerce Building

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranaguá—Transparana Ltda.

Buenos Aires—International Freight Corporation, Inc.



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Special service on coffee shipments from BRAZIL

You'll get speed, special handling, and experienced service when you ship coffee with IFC LINES. Backed by years of know-how in shipping specialized cargoes, IFC LINES stands for service and satisfaction. Every IFC ship has pleasant accommodations for 12 passengers. International Freight Corporation, Inc., 17 Battery Place, N. Y. C. Telephone: D1Gby 4-2800.

Agents:

BRAZIL—Agencia Johnson Ltda., Rio de Janeiro, Santos, São Paulo.
CANADA—Conard Donahson, Ltd., Montreal, Toronto, Halifax.
BALTIMORE—The Hopkins Steamship Agency, Inc., Monsey Bldg.
BOSTON—Sprague Steamship Company, 10 Post Office Square.

PHILADELPHIA—B. H. Sobelman & Co., Inc., Bourse Bldg.
PITTSBURGH—Lamarck Shipping Agency, 202 Henry W. Oliver Bldg.
CHICAGO—F. C. MacFarlane, 209 LaSalle Street.
DETROIT—F. C. MacFarlane, 715 Transportation Bldg.

ing year, the estimates ranging from 675,000 bags to 810,000 bags.

The most uncertain factor in coffee export prospects for 1950-51 is what quantity the Department of National Farms may offer. The Department of National Farms operates 94 nationalized or intervened coffee farms. It sometimes holds coffee for two years before public sale. Therefore, some of the coffee offered in 1950-51 actually dates from the 1949-50 crop.

The best estimate appears to be that National Farms will offer about 140,000 bags for sale during the present season, gives a total of 770,000 bags to be exported during 1950-51, and this amount, added to 630,000 bags from private 1950-51.

Death of Jimmy Ray, Moore-McCormack freight agent, saddens coffee trade

James A. (Jimmy) Ray, northbound freight agent for Moore-McCormack Lines, and well known in the South American Coffee trade both in the United States and Brazil, died at his home in Brooklyn last month at the age of 71.

Associated with the shipping industry for 50 years, Mr. Ray joined Moore-McCormack Lines in April, 1933, as a freight solicitor specializing in the handling of the rapidly expanding coffee and cocoa trade. This assignment was so well fulfilled that he subsequently was placed in charge of all northbound cargo movement for the company.


Prior to joining Moore-McCormack, Mr. Ray spent ten years with the New York and Porto Rico Lines as a freight solicitor, leaving them in 1914. He went to Jas. W. Elwell and Co. as manager of the chartering and brokerage department, and then became associated with Moore-McCormack.

Surviving are his wife, Mrs. Magdalena Ray; a daughter, Miss Lucille Ray, White Plains, N. Y.; and two brothers, Norman A. Ray, North Arlington, N. J., and Ferdinand Ray, Lyndhurst, N. J.

New coffee vender at automatic merchandising show

Another coffee vender has been added to machines to be displayed at the 1951 exhibit of the National Automatic Merchandising Association.

Harmon Enterprises, Inc., Chicago, will show coffee, tea, hot chocolate and soup vending machines at the exhibit, to be held in conjunction with the N.A.M.A. convention in Cleveland November 12th-15th.



M/S LISHOLT M/S BORGHOLT M/S IGADI M/S REINHOLT

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IVARAN LINES

Far East Service
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Increase coffee output to improve economy, World Bank tells Guatemala

Coffee growers and exporters in Guatemala are keenly interested in a comprehensive economic report on the country made by a mission of economic experts sent to the republic last year by the International Bank for Reconstruction and Development (World Bank), Washington, D. C., it is reported by Marshall F. Bannell, Guatemala City correspondent of *Coffee & Tea Industries*.

The mission, headed by Dr. George E. Britnell and made up of experts on agriculture, industry, mining, power, transportation, communications, etc., presented its detailed report to the government.

One of the mission's major recommendations for Guatemala is to increase coffee production as a major source of income.

"Coffee offers great possibilities for rapid expansion of output and, for the next few years at least, represents the outstanding potential source of increased revenue and foreign exchange needed to carry out a national development program," the report states. "In the opinion of the mission, coffee merits even more attention than it has received (from the government) up to now. The government-sponsored research on improved methods of coffee production represents a sound approach, the findings of which should be made more fully available to Guatemala growers."

The report declares that "with the aid of well directed research and extension work and the introduction of improved methods of cultivation, processing and marketing, the mission believes that Guatemala can increase her coffee exports from presently producing farms by 50 per cent in the next ten years."

The World Bank report also recommended that serious consideration be given to the expansion of coffee growing to small plantations and fincas, stating that "while coffee is now chiefly a large plantation product in Guatemala, the development of coffee cultivation on small holdings offers possibilities and an interesting field of activity for the proposed agricultural extension service."

The overall report by the mission has caused widespread interest in private and government circles, and President Jacobo Arbenz immediately appointed a committee of land owners, government officials and union representatives to study the 500-page document.

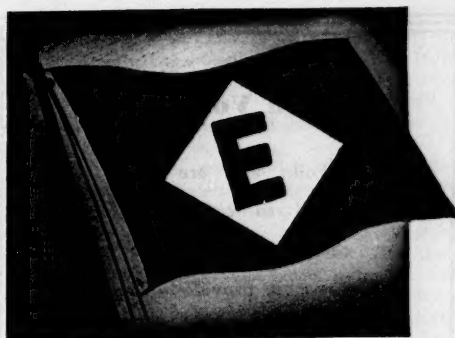
It is considered significant in Guatemala City that the president of the International Bank for Reconstruction and Development (World Bank), Eugene R. Black, in a letter of transmittal of the report to President Arbenz, stated that the World Bank would consider "ways in which the Bank can help in the realization of the program through technical and financial assistance or by other means."

Guatemala has been unsuccessful up to this time in obtaining foreign loans to assist in a general development program of her natural resources. Authorities now feel the World Bank's statements are a definite indication that some financial assistance can be obtained from this source.

Indonesia's prewar coffee status

Before the war, Indonesia ranked third among the suppliers of coffee to the world.

OCTOBER, 1951



Serving

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GREETINGS

to the 1951 N. C. A. Convention

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SANTOS - BRAZIL

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Greetings to the N. C. A. Convention

M. J. B Co.

Roasters and Packers

665 - 3rd Street
SAN FRANCISCO

Pepper: Southern roasters

(Continued from page 52)

Change brings problems, and the South has these, too. For instance, business is very good—a kind of trouble we are happy to bear—but buying habits and tastes are on the move, fast. The days of heavy consumption of Victoria 7/8's coffee are gone. The South is buying quality—either the costliest brand, or just under. Recent high coffee prices have not materially altered this pattern. Regional roasters are challenged to protect their markets by adopting sales techniques to these changing conditions.

For those who like advice, it has been wisely said that a person should never carry more than one kind of trouble at a time. Some people carry three—all they have now, all they ever had, and all they ever expect to have. To this latter group, I would like to throw the burden of worrying about the green coffee supply in a world whose backdrop is war; and of what will happen next year with price ceilings, not to mention how to interpret the present ones; or how to adjust a business to long range inflation. It is enough simply to live in the nation that consumes 48 per cent of the world's coffee. But it is superb to be a part of that section which is yearly becoming better able to buy its per capita share, or more, of that 48 per cent of the world's coffee.

The South is friendly to coffee. It was so even before the national association began its very effective industry public relations work under Jerome S. Neuman. And it is more so now. Here the nickel cup of coffee can still be had in places—if not so many as once. And everywhere we at least find the sort of good relations expressed here:

I am 25 cents.

I am not on speaking terms with the butcher.

I am not large enough to purchase a box of candy.

I am too small to buy a ticket to the movie.

I am hardly fit for a tip—but believe me,

I can get in every coffee cup, with change left over for church on Sunday!

Members of the Southern Coffee Roasters Association, formed in 1950 to fill a continuing trade need, are happy to move along with the dynamic South.

Executive changes in Maxwell House Division announced by J. K. Evans

Several changes in executive assignments in General Foods' Maxwell House Division have been announced by J. K. Evans, general manager of the division.

C. W. Cook, formerly division production manager, has been transferred to the newly created position of product manager, with marketing responsibility for Instant Maxwell House Coffee.

Succeeding Mr. Cook as division production manager is George White, formerly manager of the Maxwell House plant in Hoboken.

Charles Overbeck becomes manager of the Hoboken plant, succeeding Mr. White. Mr. Overbeck has been serving as manager of the Maxwell House plant in Houston, Texas.

B. T. Barker, formerly food manufacturing manager at General Foods' Post Cereals Division plant in Battle Creek, Michigan, replaces Mr. Overbeck as manager of the Houston plant.

It was the feeling of the entire group that the program of clinics had really accomplished the theme of the convention, "opening new doors."

U.S. government employees are among nation's greatest coffee lovers

On the basis of figures supplied by operators of restaurants, cafeterias and snack bars in Federal buildings in Washington, D. C., U.S. government employees are among the greatest coffee lovers in the nation.

Totals furnished to the Pan-American Coffee Bureau reveal that approximately 225,000 cups are purchased daily by government workers at eating places permitted to operate in Federal agencies, including the U.S. Supreme Court and the Capitol.

These eating places within government buildings are private enterprises, where the government employee pays as he eats—and at his own expense. Most of the establishments are open only for breakfast and lunch. Thus, the 225,000-cup total does not include dinner and other off-premises coffee consumption by U.S. workers.

Greatest consumption reported in the nation's capital is

in the Pentagon where, the bureau learned, more than 25,000 cups of coffee are served daily in the 15 snack bars and dining rooms. The Capitol ranks second with about 16,000 cups of coffee consumed each day by the law-makers, members of their staffs and visitors. About 5,000 pounds of coffee are used to brew the 10,000 gallons of coffee used daily in the Federal agencies.

While there was once some criticism of coffee breaks—time out for coffee—in Federal buildings, the growing practice throughout industry and business of permitting coffee periods as adding to the efficiency of workers is winning attention in Washington. Many personnel chiefs claim, in addition, that the coffee breaks reduce inter-office visits on personal matters and thus actually save working time.

The national capital enjoys good coffee because the restaurants and caterers serving the Federal agencies adhere closely to standards for coffee-making recommended by the Pan-American Coffee Bureau, namely, one pound of fresh coffee to two gallons of water. Many of the "official" coffee-makers brew coffee stronger than the prescribed standards.

French Market Coffee packed in flowerpot premium

French Market Coffee recently went the premium-in-the-can one better. It packed the coffee in the premium.

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Greetings

TO THE MEMBERS OF THE
NATIONAL COFFEE ASSOCIATION

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All America Cables and Radio, Inc., established the first direct telegraph service between the United States and the principal coffee centers of the Americas.

WITH *You* IN MIND

AAC&R maintains more traffic offices in the principal coffee centers of the Americas than all other American telegraph companies combined — in many centers, the only American owned and operated telegraph office.

WITH *You* IN MIND

AC&R System safeguards your messages by using both cable and radio — the only American international telegraph system offering the protection of dual facilities.

— ALWAYS ROUTE YOUR INTERNATIONAL TELEGRAMS —
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AMERICAN CABLE AND RADIO SYSTEM

67 Broad Street, New York 4, N. Y.

Marketing

advertising . . . merchandising . . . promotion

Hills Bros. leads in sixth annual Illinois survey

With a consumer preference standing of 24.7 per cent, Hills Bros. was still the leading brand of coffee in 26 of the 35 markets reported in the sixth annual consumer survey conducted by Illinois Daily Newspaper Market members.

The 24.7 per cent state average for Hills Bros. is slightly above last year's figure of 24.1 per cent. The brand has distribution in only the northern half of the state, and for the past six years has shown up as the most popular coffee.

M. F. Batterton, general manager of the Illinois Daily Newspaper Markets, said 56 coffee brands with consumer preference percentages above one per cent are listed in the survey.

This year's survey disclosed 95.7 per cent of Illinois families buy some brand of coffee. Only 1.8 per cent of the families interviewed indicated they did not know the brand of coffee they purchased. The percentage of families buying coffee increased in 21 markets, decreased in 10 markets and remained the same in three during the period between March, 1950, and March, 1951, in the 34 markets where three-year comparisons are available.

While comparative figures on tea buying by families are not available over a three-year period as they are on coffee, the state average is 80.8 per cent of families buying, as contrasted with 95.7 per cent for coffee.

Copies of both the tea and coffee findings may be obtained by writing Illinois Daily Newspaper Markets, Inc., 605 East Capitol Avenue, Springfield, Ill., or from the national advertising representatives of any of the participating newspapers, or direct from the Illinois newspapers in the markets surveyed.

Creates new decal for Butter-Nut Coffee

Permanent dealer identification and point-of-sale promotion are effectively combined in a new two-sided decal door and window sign created for Butter-Nut Coffee by The Meyer-cord Co., Chicago, decalomania manufacturers.

Butter-Nut Coffee is produced by the Paxton & Gallagher Co., Omaha.

The bright "duplex" decal utilizes valuable free advertising space available on store windows and doors to give dealers and supplier the benefits of low-cost promotion,

Comissários e Exportadores

BARROS S/A

Coffee Exporters

P. O. Box 1047

Rua do Comércio No. 26

SANTOS, BRAZIL

right at the point of purchase. In eye-catching full colors, the decal covers an area approximately nine inches square, is designed to brighten store fronts and spur impulse buying.

Sidewalk traffic sees a gay pictorial of the Butter-Nut Coffee package, held out invitingly by a pretty girl wearing a turban of tropical fruit. Then, as customers leave the store, the sign's black and silver reverse side says a courteous "Thank you . . . call again."

James Gill Coffee buys "Bright Star" radio series

The James Gill Coffee Co., through its advertising agency, Lindsey & Co., Richmond, Va., has bought the "Bright Star" radio series, currently being transcribed in Hollywood and co-starring film favorites Irene Dunne and Fred MacMurray, for broadcast starting this fall in Norfolk, Va., Danville, Va., Harrisonburg, Va. and Charlotte, N. C.

"Bright Star," produced by the Frederick W. Ziv Co., is a situation comedy series, produced at a cost of \$12,500 per half-hour show. It is being sold by Ziv to local sponsors throughout the nation, with prices to sponsors scaled according to population of market area and other factors. Individual commercial messages are given in "open" spots left on the disc of each program.

Good Housekeeping surveys home coffee drinking

A Good Housekeeping Magazine consumer panel's report on coffee reveals that 90 per cent of American homes serve coffee daily, 77 per cent have been using the same brand of coffee for more than one year, and in 81 per cent of the homes women decide what brand of coffee to buy.

The survey also reveals the brands and types of coffee used, the amounts consumed by various age groups, and the types of coffee-makers used.

The report on home drinking habits is based on information supplied in 1689 subscribers to Good Housekeeping Magazine, and covers 4,902 persons.

Copies of the report on coffee can be obtained from Miss Helen Ferguson, Good Housekeeping Magazine, 959 Eighth Avenue, New York 19, New York.

Folger renews Frank Hemingway sponsorship

J. A. Folger & Co. has renewed sponsorship of Frank Hemingway's twice daily news commentary over the entire Don Lee network of 45 stations, the Arizona network and 22 stations of the Mutual Intermountain network, for 52 weeks beginning August 7th.

The firm's coffee and tea are promoted on the five-day-a-week series, at 7 to 7:15 a.m. and 4:15 to 4:30 p.m., with Folger alternating sponsorship with the White King Soap Co.

Schwabach & Co.

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COFFEE - TEA

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the world's finest
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HOTEL AND RESTAURANT SERVICE
PRIVATE LABEL BLENDS
ABORN'S COFFEE BAGS

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Gabriel de Paula S/A.

Comissária e Exportadora

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SHELLCREASE

Exceptional flexibility with full protective qualities of corrugation. "Holds" around any shaped item. Reduces shipping weight and costs. (Approved under Army and Navy Specs.)

Write Dept. 591-D for samples and literature.

Shelton MANUFACTURING CO., INC.
591 Ferry Street, Newark 5, N. J.
CORRUGATED PAPER PRODUCTS SINCE 1919

Coffee in Costa Rica

(Continued from page 57)

From this, one can see that the re-establishment of an adequate balance between the income of the agriculturist and the price of manufactured articles is absolutely necessary.

If the United States wishes to give the smaller countries equal treatment, they should not forget this norm.

Since Latin America is a very important market for the North American manufacturing industry, it would be advantageous to the United States to build up the purchasing power of these people with a view to increasing the volume of exportations. And it would be bad business to maintain them under a semi-colonial economic structure. If they choose to take this path, a false sense of well-being would be derived from this economic subjection, but in the event of a World War, the results would be the inability of the United States to take advantage of the resources and riches which nature has so generously bestowed upon Latin America.

I have referred previously to the situation of the workers in the coffee plantation, but the picture would not be complete without making an allusion, however lightly, to the economic status of the coffee producers. This will show whether at the present coffee prices the coffee business, for the producers, is good or bad.

Not including the issuance of mortgage certificates in the value of \$4,400, since it is difficult to determine the actual obligations for which they were issued, there are mortgages on the 25,447 coffee farms to which I referred previously, amounting to more than \$5,000,000 and affecting 27,759 1/2 manzanas in cultivation. This represents 40.3 per cent of the total of Costa Rica's coffee property, which is calculated at 68,578 1/2 manzanas. The average debt, therefore, per manzana, is \$179.15.

Our banks, on the other hand, have to grant advance loans guaranteed by the crops, without which the coffee berry could not be picked. The total of these loans vary according to the value of the crop and according to the credit capacity of the banks. For the 1950-51 crop the sum of these credits amounted to \$9,688,415.45.

If such a high percentage of the coffee farms are mortgaged, and if our coffee cultivators need advance annual loans to harvest their crops, it is easy for the reader to arrive at the conclusion that the coffee industry has not enjoyed the brilliant results imagined by those who propose the placing of a barrier to prevent coffee prices from finding their natural level.

With regard to the importance to the general economy of the country of the entry of dollars for coffee sales, it is sufficient to say that our coffee exportation takes first place,

SAYS U.K. CONSUMER RESISTANCE TO "COSTLY" COFFEE IS RISING

"Higher retail prices (for coffee)—though still far below those elsewhere—are now creating that consumer resistance here which is gradually being overcome elsewhere, the main difference being that we have in the United Kingdom a comparatively low-cost economy in the first place, and secondly coffee is not our national and essential beverage."

Edw. Schluter & Co., Ltd.
London

COFFEE & TEA INDUSTRIES and The Flavor Field

FRANCE OPENS QUOTA FOR BRAZILIAN COFFEE

French foreign trade authorities have opened the quota for the import of Brazilian coffee under the terms of the recent French-Brazilian Trade Agreement.

Importers can apply for licenses for grades of Minas and Victoria lower than Type No. 7, New York, or Santos, Parana, Santa Catarina, Pernambuco and Bahia lower than type No. 6, New York.

Rio grades are not included in the quota.

being 59.29 per cent total exports, while other products represent 40.71 per cent.

Since the last crop will produce around \$19,000,000 (our average sale "free on railway station" is \$55.00 per quintal), and as we need \$22,000,000 dollars to pay for manufactured articles of prime necessity, scarcely \$10,000,000 dollars, which is the amount obtained from other exportable products, is left us to pay for all other importations, as well as to take care of government obligations outside of the country.

Reading these figures, the American people will understand the importance to our country of the price of coffee.

Since the interest of the United States and those of the Latin American people are coinciding factors and even, one could say, complementary in the production and acquisition of assets, the thing that would be advantageous, commercially speaking, would be to arrive at a reduction in the price of coffee by increasing its production. This would not be prejudicial to the producing countries, since greater production would compensate for lower prices, and North American housewives would obtain their cup of coffee for a good price.

Since our banks do not have sufficient credit capacity to grant long term loans, such as would be required for new coffee plantations, we would have to resort to North American capital to increase our production. This investment and its reimbursement would be very simple if those loans were made through our banks, who have specialized in the granting of credit to our coffee cultivators. The loans could be made through a Coffee Bond Issue, which the "Banco de Reconstruccion y Fomento" would take. These bonds would be of two series, "A" and "B" and would correspond to the two types of different credit for different terms as well as for their amortization. The bonds of series "A" would correspond to loans granted to intensify the production of existing plantations, and would begin to be amortized in two years. Those of series "B", for new plantations, would begin to be amortized at the end of six years, together with the interest capitalized during that period. Six years is fixed for the latter because that is the length of time required for a coffee plantation to give a commercial yield.

"A" bonds as well as "B" would be repayable through retentions which would be effected by the Central Bank on the sum of dollar drafts which the owing coffee farmer would sell, and it would come from his coffee sales outside of Costa Rica.

Credit for the smaller producer would be facilitated through the coffee processors in the same manner as they are doing presently.

In accordance with our banking legislation and with the dispositions which regulate the business of foreign exchange,

OCTOBER, 1951

Welcome and

Greetings

to members of

N. C. A.

ALTA COFFEE

ALEXANDER-BALART CO.

SAN FRANCISCO

**GREETINGS
TO ALL MEMBERS
OF THE N. C. A.**

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Green Coffee Association of N.Y.C., Inc.
National Coffee Association of U.S.A.

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Countries of Production**

Greetings

**NIOAC & CIA., LTDA.
EXPORTADORES**

Caixa Postal, 186
End. Telegr.
"MONICA"

RUA FREI GASPAR
10/12 (TERREO)
SANTOS

**ATLANTIKRAFT
Coffee Bags
FOR VALUE!**



12 Sizes in stock for immediate shipment... 3 oz. to 5 lbs. Plain or Printed with your Private Design. ATLANTIC offers you service and economy!

Write for Samples and Prices

ATLANTIC COFFEE BAG CO., Inc.

270 ARDSBURG ST. BOSTON 15, N.Y.

credit operations are perfectly feasible, since in accordance with this the coffee cultivators are obliged to sell their dollar drafts to the established banks.

I believe that I have explained, perhaps more fully than necessary, the situation in my country with respect to the coffee business; and I would be very happy if I knew I had helped to convince North American businessmen that the coffee business, for Costa Rica, is not just a simple commercial business but an industry that profoundly affects our economic and social situation.

Dear Sir:

LETTERS TO THE EDITOR

Dear Sir:

The statement, "All of the coffee for all of the United States armed forces west of the Mississippi and throughout the Pacific Ocean area is roasted at the Oakland Naval Supply Center," made in San Francisco Samplings, September issue of Coffee & Tea Industries, is rather broad and all-encompassing.

With due respect for and recognition of a very fine installation in the Naval Service, the Navy coffee roasting plant at Oakland, California, I would suggest that your San Francisco correspondent, Mark M. Hall, temper his enthusiasm with verified facts.

Apparently Mr. Hall is not familiar with the Army's Seattle coffee roasting plant, with three Burns Thermal roasters and complete auxiliary equipment and two Amco vacuum sealers producing 20-pound cans of coffee on a two-shift daily basis; or the roasting that is done in Denver and San Antonio serving the southwest posts, camps, stations and Air Force bases; or the Army's Chicago plant supplying the Middle West.

I enjoy every page of the dear old Spice Mill and the happenings in the trade, so far be it from me to criticize too severely some slight oversight as noted above.

Anton G. Jedlicka

Production Specialist, Coffee Roasting
Office of the Quartermaster General,
Washington 25, D. C.

**W. R. Grace & Co named agents
for Brazilian coffee shippers**

Lima, Nogueira S/A Comercial e Exportadora, of Santos, said to be one of the most important coffee exporters in that nation, has appointed W. R. Grace & Co. as its sales agent in the United States according to an announcement by Juan E. Godoy, a vice president of Grace.

W. R. Grace & Co. will be sole agent for the Lima, Nogueira concern in the entire United States, except for the Pacific Coast.

Tradition at Hotel del Coronado

Coronado has been famed for over 60 years for its hospitable entertaining. While keeping pace with the modern tempo, it has held to the traditions which distinguish it from the average resort. Reflecting these traditions are the stateliness of the Crown dining room with its great, arched 33-foot ceiling; the distinguished Coronet Room; the huge, circular ballroom; the sophisticated Ocean Terrace Room; the smart Circus Room—and the exotic Luau Room with its special drinks and Oriental menu.

El Salvador tests insecticide made from coffee pulp

The National Department of Health in El Salvador is testing a new insecticide made from coffee pulp. Preliminary experiments indicate that the insecticide is quite powerful.

The tests are under the supervision of Dr. Julian Rodriguez, chief of the Division of Malaria Control.

Dr. Rodriguez says the product, known as Cofco, was obtained from the United States Public Health Service and that it is not sold commercially.

Coffee Crop Definitions:

To the definitions of "coffee crop," mentioned in this department in June, the Folha da Manhã draws attention to a further complication:

"As is well known, the commercial year for coffee begins on the first of July from the point of view of exports; and at one time dispatches of new crop coffee from the interior also began in July and thus accompanied exports. Later, however, such dispatches were started during the previous month for the convenience of certain producing zones. In this way, the last day of May concludes the coffee year from the point of view of dispatches from the interior or, in other words, for the shipment of coffees harvested in the previous calendar year. Nevertheless, it is known that some old crop coffees find their way into new crops, as happened in 1950."

The highest price ever received for agricultural property in Guatemala was paid here with the transfer of title to one of this republic's largest coffee producing Fincas to a group of five Guatemalans for one million dollars (\$1,000,000.00).

The Finca, known as La Libertad, is located on the Pacific Coast area of Guatemala, and is comprised of approximately 11,000 acres mainly devoted to coffee production. Authorities here estimate that on the basis of present coffee prices on the world market, the property will show a net profit annually of about \$250,000.00.

Re-usable plastic decals available

An entirely new type of re-usable, indestructible plastic decal has been developed by The Ad-Stik Co., Pittsburgh. It adheres to any smooth surface, such as glass, polished wood, leather, enamel, metal, porcelain and smooth-finished plastics without adhesive or tape. It leaves no marks or stains.

Ad-Stik is now being made in all sizes, fancy shapes and die-cut patterns in any colors. Applied in a jiffy, it may be quickly removed and re-used endlessly.

It is color-fast and abrasion-proof, and may be used indoors or out as trade-mark, actual product reproduction, or point-of-purchase signs.

Coffee and ice cream get equal billing in tie-in

When the Spreckels Russell Dairy Co., San Francisco, used 24-sheet billboards to promote a coffee ice cream special, it gave equal prominence to the source of the coffee flavor, Manning's Coffee.

The billboard showed a container of Spreckel's Ice Cream and, the same size, a can of Manning's Coffee.

OCTOBER, 1951

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Coffee is second largest industry in San Francisco

The roasting of coffee is San Francisco's second largest industry, reports Mark M. Hall, San Francisco representative of Coffee & Tea Industries. Its dollar value is exceeded only by the combined printing and publishing field.

Approximately one sixth of the world's coffee enters the harbor. San Francisco is the nation's third most important coffee center. New York is first, New Orleans second.

Proportionately more of the coffee imported into San Francisco is roasted there than in either of the other two centers.

Every major advance

Virtually every major advance in the industry in the last 50 years can be attributed to the coffee roasters in San Francisco, West Coasters say. They pioneered the packing and distributing of roasted ground coffee ready for immediate home consumption. They originated testing of coffee by "cupping." They initiated controlled roasting, vacuum packing and other refinements.

Imports of coffee through the Ports of San Francisco totaled \$120,500,000 in 1950. This amount was more than double the value in 1948. These figures are compared with total imports into the Port in 1950 of \$305,000,000, an all-time high.

Latest figures available show August, 1951, imports of coffee at 10,934 tons and July at 9,661 tons. Total figures for 1951, January through August, 96,215 tons. Total for 1950, same period, 83,065 tons.

New two-unit warmer added to Silex line

The addition of a new two-unit warmer to the Silex line of range and coffeemakers was announced today by W. Heydt, Sales Manager of the Restaurant Equipment Division of The Silex Co., Hartford, Conn.

Features of the new warmer unit include a compactness welcome in restaurants and fountains, as well as in other commercial food service operations. It measures only 14 inches long, 5¾ inches deep and 3¼ inches high. Enclosed elements are easy to clean and keep clean. Each burner takes only 100 watts, thereby permitting use of the warmers at any ordinary electrical outlet.

With a catalog designation of WS.2- the new warmers sell for \$16.75, including Federal tax. They are available for immediate delivery, Silex reports.

Fleming runs coffee-for-servicemen offer

Two cups of coffee will be given to some American serviceman for each Fleming Coffee key strip turned back to the Fleming Co., Kansas City, according to ads in newspapers in that city.

The coffee will be donated to a non-profit service organization if the strip is returned to the firm or dropped into a "Fleming Coffee Pot" on display in certain retail stores in the area.

The coffee year on the Pacific Coast

By **MARK M. HALL**, *San Francisco Representative
Coffee & Tea Industries*

According to West Coast green coffee men, the coffee business has been a confused picture for a year now. During 1950, a false basis was given the market because of the Korean war, and this year the trade is suffering from those excesses.

As for the roasters, the 1949-50 season was noteworthy for its violent fluctuations, with consequent difficulties in buying and in overall operation. This year, since the ceilings, the ups and downs have evened out somewhat. Ceilings and high prices have tended to place a limit on speculative buying, which made it safer and more necessary to buy for immediate needs only. There have been fluctuations, but within a much more narrow range.

The spurt given to the coffee market by the Korean war shot prices up to a high in August and September of 1950. These prices, with earlier buying and large arrivals, brought about a period of dullness in the fall of 1950 for the importers, a condition which was to last for some months. Roasters bought only for immediate needs, although their stocks were considered low. Colombian's touched 60 cents in San Francisco during September, but with the diminished buying by the roasters, prices receded to a low around November.

A green man said at the time that the roasters had loaded

up in July, August and September and were buying only from hand to mouth. Before there was any buying the roasters would wait until the market showed strength. Even though prices had taken a dip, they were still at a relatively high level. It was felt there could be no great upward movement, and therefore few were taking a long position. Also, because of the balance between supply and demand, a break in the market was not expected. What seems to have been on the minds of all coffee men at the time was the question of price control, which every one knew was coming.

From a bottom in November, 1950, prices began to work up toward the end of the year. It would seem that when prices were hovering near their lows, roasters were not too interested in buying more than for immediate needs. They were expecting things to go lower, and held off. If the upward movement continued, they nibbled at first, and if there was resistance to any lowering of quotations they began to buy and prices were accelerated upward. By February, 1951, prices were crowding the ceiling. The buying during this period must have been considerable, for arrivals into the Port of San Francisco during March and April of this year were at record levels.

During this period, the supply and demand position was considered at about a balance, and good or bad news would thus be the determining factor in the direction of the market. The Army was a big buyer of coffee in the area and carried on a large roasting operation in Oakland.

During the early months of the year, because of high

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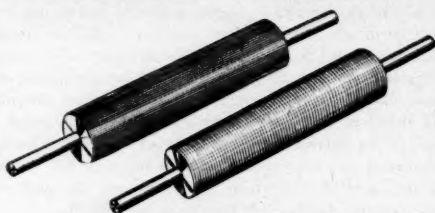
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prices, it was difficult for a broker to take a long position. His buying for spots became risky, and spot supplies were reduced. One broker observed that this year practically all the spot coffees had been sold, and predicted that from July until October or November there would be a squeeze for good mild coffees. Some importers had bought heavily during the low period of last September and were now in a position to shade their prices, which caused some difficulties for the smaller brokers.

It was considered that the roasters had become more accustomed to high prices. While in some cases roasters were not doing the volume, high prices helped their profits, unless the diminished spread cut in too deeply. Consumers were conscious of high prices, but employment was high and incomes up. They wanted their coffee even if they were more frugal about it. As a result of more continuous buying by the wholesaler and retailer, the roaster could plan a more even operation of his plant, doing away with overtime.

Great progress has been made by some of the roasters in the San Francisco Bay area, progress which can be attributed to aggressive promotion and skyrocketing population increases.

In mid-July of this year, coffee prices were down again. It was hard for a green man to say a good word for business. There was a ripple of interest toward the end of the month but the prevailing mood was bearish.

Figured this way . . .

Here is the way they figured it: With ample crops in sight and reserves held by producers, the big buyers in this country were holding off. Roasters were fortified by good inventories. Brazil was expected to have from 1,000,000 to 2,000,000 more bags of coffee for export in the 1951-52 season than in the previous season, and in 1952-53 the crop would be still larger. It was expected, with Central American coffees pretty well cleaned up and a scarcity in Venezuela, that trade would have to depend on Colombian's until the Brazil crop came in. This might result in one more squeeze before the market weakened again.

But conditions change rapidly, or more properly, what is said of conditions. Estimates of 15,000,000 bag crop for Brazil and later 14,000,000 bags of exportable coffee instead of the 17,000,000 reported earlier, changed the statistical position of coffee and led to a reversal of sentiment among importers. One green man said that nature had been kind to the Brazilians. There were advances in coffee prices, with much sympathetic buying going on in producing countries. Roasters stocks were considered low, and opinion was that they were in a vulnerable position.

Roaster buying picked up, relieving the dull spell for green men which began in May. Roasters did not believe, however, that there would be any great changes in the market. Regardless of temporary changes in grower production, the crop trend would be up, and eventually surpluses would make themselves evident. Besides, there were the ceilings which would hold the rise in hand, and they could continue more normal operations of their factories and plan ahead. As predicted by green men, September spots were pretty well cleaned up and were held at a premium. It is difficult for the importer to buy for his own stocks in a high market, and it is said some of them have taken a loss.

Future trends depend on whether reports of the low Brazilian production are accurate, the extent of government support of the grower, war news and consumer buying. Whatever happens, it is a safe bet there will be ups and downs, for that is the nature of coffee. And everything else, for that matter.



Hawaiian coffee yields are good. On some Kona farms yields of 15,000 pounds of cherry coffee per acre are recorded.

Hawaii's coffee industry

By WILLIAM A. SIMONDS

Coffee growing in Hawaii, according to historical records, had its beginnings more than a century ago through the enterprise of Lord Byron of the Royal Navy, a cousin of the English poet.

Byron, Commander of the British frigate *Blonde*, brought a number of small trees from South America to the Pacific islands kingdom, then known as the Sandwich Islands.

Another Englishman, John Wilkinson, who had come to Hawaii with Byron aboard the *Blonde*, also was one of the early coffee planters. Using trees he had obtained in Rio de Janeiro, Wilkinson began plantings in the Manoa Valley near Honolulu and on the slopes of a mountain behind the city. Wilkinson, incidentally, is noted chiefly for being the first to attempt to lay out a large scale plantation devoted to sugar, now Hawaii's principal crop.

Other coffee trees, the records indicate, were brought across the Pacific from Manila.

In the early days, coffee growing was undertaken on several islands of the Hawaiian group. In addition to Oahu, there were extensive estates on the island of Kauai, with others on the "Big Island" of Hawaii.

Due to a variety of factors, including insect pests and adverse weather conditions, most of the growers were forced to abandon their estates or convert them to other crops, mainly sugar.

Ultimately, coffee growing was reduced to one relatively small region—the Kona coast on the island of Hawaii. This is today the center of Hawaii's coffee industry.

The Kona industry, according to available records, had its start in the years 1828 or 1829. The area possesses a number of natural advantages for coffee culture.

Located on the leeward side of Hawaii, the coffee dis-

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trict rests on the slope of two volcanic mountains, Hualalai (8,251 feet) and the famed Mauna Loa (13,675 feet.)

The present plantings occupy a zone about two miles wide and 25 miles long, between 800 and 2,200 feet altitude.

Because of the height of the volcanoes, the trade winds blowing from the windward side are deflected sufficiently to give the district a mild, equable climate.

Each morning there is a gentle breeze from sea to land, bringing with it the warm, moisture-laden air. As this rises it cools, and clouds begin to form. A continuous cloud blanket spreads over the slopes, gradually progressing downward towards the coast. During the night the clouds are dispelled, and the process is repeated with the coming of daybreak.

Cloud blanket

This cloud blanket forms almost daily during the warm summer months when the coffee trees are maturing their crop and are most in need of shade. It is possible to grow coffee at altitudes as low as 800 feet without shade trees.

The annual rainfall in the coffee-growing zone increases from about 40 inches a year along the lower edge to 80 inches on the upper. The rains start in March or April and continue through the warm summer months when the coffee tree is blossoming, maturing its crop, and making its greatest vegetative growth. During the dry months, November to March, the coffee is picked. These conditions are regarded as ideal for coffee culture.

The soil in the district has resulted from a series of lava flows, interspersed with volcanic ash eruptions. While not particularly fertile in most respects, it is capable of producing coffee yields far larger than other soils of greater inherent fertility, because of its fine physical qualities. For one thing, it is open and porous and does not dry out readily. With the aid of fertilizer, it is able to produce crops that rival the world's best, both in quality and quantity.

Kona arabica

The type of coffee grown in Kona is arabica, which is best suited to high altitudes. Rated among the finest, Kona coffee is valued as a flavor blend in many well-known brands. It compares favorably with coffees grown in Guatemala and Colombia in flavor, aroma, and other cupping qualities, and commands a relatively high price, in line with that paid for Medellins and Manizales from Colombia.

One source describes the coffee as follows:

"All Hawaiian coffee is high grade and is generally large bean, blue-green in color when new crop and yellow-brown when aged. It makes a handsome roast and has a fine flavor that is smooth and not too acid. It blends well with any high-grade mild coffee. Old Kona coffee is said by some trade authorities to be equal to either Mocha or 'Old Government Java.'"

Kona's coffee yields are exceptionally heavy. The average per acre harvest of 1,935 pounds of green coffee in 1939, and 1,229 pounds in 1949, were considerably greater than the yields of most coffee-producing countries. At the better Kona farms, yields of 15,000 pounds of cherry coffee per acre, or 3,000 pounds of green coffee, have not been uncommon.

Representing only about two-tenths of one per cent of the world's population, Kona coffee has averaged about six million pounds per crop during the past decade.

Some 3,500 acres of about 700 farms are now devoted to the crop. Most of the land, in plots of from five to ten

acres, is held under lease. In a few cases, it is owned in fee simple. The tenants or owners, mostly of Japanese descent, operate their own farms with the help of their families. They employ additional labor only during the peak coffee-picking season, when from 2,000 to 2,500 workers, including hired labor, are needed. It has long been the custom in Kona to adjust school vacations to coincide with the fall harvest season, so that children can assist in the coffee picking.

Coffee growing in this district reached its greatest peak in 1898, when 13,947 acres were planted. Depression followed in the early 1900's, and many plantations abandoned the crop. Since that time it has not reached one-half that acreage.

Exports of green coffee to the mainland United States reached a peak of 7.8 million pounds in 1932. After that time they declined to a low 1.3 million pounds in 1940. Since then they have risen steadily except for war years, when all exportable coffee was consumed by the armed forces. The exports for 1947 totaled approximately five million pounds.

Both green and roasted coffee are exported from Hawaii to foreign countries, but far more is shipped in the green state than in the roasted. Since 1938, when 40,000 pounds of roasted were exported, the roasted volume has ranged between 1,000 and 12,000.

OPS postpones filing and effective dates for CPR 22 ceiling prices

The Office of Price Stabilization last month put through another postponement on CPR 22. OPS announced that:

1. Effective immediately, the compulsory filing and effective dates of ceiling prices under CPR 22 have been indefinitely extended.

2. A general overriding regulation covering the Capehart amendment to the Defense Production Act is in process.

3. CPR 22 is in effect for a manufacturer if he has executed a sale of any commodity covered by CPR 22 at a price higher than GCPR. If he has not yet made the proper filings under CPR 22, it is still optional with him as to whether he wants to continue under GCPR or put CPR 22 into effect.

4. Any manufacturer who has not filed under CPR 22 may do so if he wishes, or remain under GCPR.

To compel manufacturers to file by a specific date and put into effect CPR 22 prices accordingly would, in instances where there are rollbacks involved, probably result in a flood of individual applications under the Capehart amendment, OPS explained.

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Coffee being served by the Disaster Service of the American Red Cross to emergency workers at Frankford Junction, Pa., scene of the wreck on September 6th, 1943, of the northbound Congressional Limited. About 80 persons were killed and 125 hurt. (American Red Cross photo).

Coffee in emergencies

"Coffee is the first thought, the last thought, and a continuous thought at the scene of every emergency."

This comment on coffee as a disaster aid comes from a man who knows, if anyone does. He's Colin Herrle, national director of the Disaster Service of the American Red Cross.

"In 99 per cent of all disasters," adds the tall, soft-spoken veteran of thousands of disaster operations, "perhaps even 100 per cent, coffee is the first food item served."

Another staunch believer in the importance of steaming hot coffee to morale in times of crisis is Pauline Murrah. Now a dietitian for the nutrition department of the Red Cross, Miss Murrah recalls the almost miraculous effects of hot coffee on New York City firemen who had spent grueling hours fighting a fierce mid-winter fire.

"When the fire-fighters were brought into the emergency Red Cross shelter," Miss Murrah recalls "they had to chop the ice off them, and then we immediately handed them steaming cups of hot coffee. It picked them right up, revived them, and seemed to bring them back to life."

Jane E. Griswold, also a Red Cross dietitian at the organization's national headquarters, agrees wholeheartedly that coffee is an invaluable ally of disaster workers. She and Miss Murrah disclaim knowledge of any profound medical explanations of coffee's power, but they do say, "Give a disaster victim a cup of hot coffee, and it helps quiet him down every time."

The soothing effects of coffee on taut nerves in tense situations makes it a must for "everyone connected with a disaster—victims, refugees, and staff," Mr. Herrle says. While lauding coffee's power to calm the distraught victims of calamity, the Red Cross's long-time disaster specialist also praised the steaming beverage's morale-lifting effects on weary disaster workers.

"The staff is often on duty for 18-hour periods, sometimes
(Continued on page 104)

Bill to create Brazilian National Coffee body outlines activities

The National Coffee Institute proposed to Brazil's Congress by President Getulio Vargas (see: Coffee & Tea Industries, September, 1951, issue, page 36) calls for the new body to take over the activities and assets of the old National Coffee Department, now in the process of liquidation, and the activities of the new Division of Coffee Economy in the Ministry of Finance.

It would be an independent agency with wide powers to control all phases of coffee production and trade, and would be directed by an administrative council and a board of directors.

The administrative council of the Institute would be composed of representatives of producers and a representative from each of the major coffee markets. The board of directors would be composed of three men, including at least one coffee planter, to be nominated by the president of Brazil, and would be under the supervision of the minister of finance.

The Institute would be financed by a special tax of ten cruzeiros per bag (about 0.4 of a cent a pound) on all coffee exported from Brazil.

The first three articles of the bill set forth the policy, objectives, and activities of the proposed Institute:

Article 1. The National Coffee Institute (INC), juridically independent and with its own patrimony, with physical and juridical headquarters in the Federal District and jurisdiction throughout national territory is (created) for the carrying out, through the directives laid down in this law, of the economic policy of Brazilian coffee at home and abroad.

Article 2. For the realization of this policy, the INC will adopt the following directives:

a) The perfection of methods of coffee cultivation so as to cheapen its cost and increase the production per tree.

b) The perfection of methods of preparation and industrialization for the purpose of improving the quality of the commodity.

c) The dissemination of coffee trees in the ecologic and economic zones most favorable to production and the obtaining of better qualities.

d) The defense of an equitable price for planters, conditioned to competition of foreign production and of similar commodities, as well as the indispensable expansion of consumption.

e) The perfecting of trade and the means of distribution to consumers, including transportation.

f) The organization and intensification of propaganda for the purpose of increasing consumption in the domestic and foreign markets.

g) The conducting of investigations and the promotion of campaigns so as

to conquer new markets.

Article 3. Included as equal activities of the INC are:

1) The intensification through its own initiative, or through agreements with public or private entities, of investigations and experiments necessary for the perfecting of processes of cultivation, preparation, processing, industrialization and trading of coffee.

2) The regulation and supervision of the transportation of coffee from production centers to the ports or points of distribution and consumption and respective warehousing.

3) The regulation of entry into ports and the determining of the maximum limit of liberated stocks in each of these.

4) The adoption or suggestion of measures which will assure the maintenance or statistical equilibrium between production and consumption.

5) The definition of the quality of marketable coffees for domestic and foreign consumption, and the regulating and supervision of types and qualities in domestic and export trade.

6) The promotion of repression of misrepresentation and adulteration in production, transport, trade, industrialization and consumption of Brazilian coffee.

7) The defense of an equitable price for coffee at production sources, or in the ports of exportation, as well, through the purchase of the commodity, when necessary, for its temporary withdrawal from the market.

8) The supervision of export sales prices and export shipments for the purpose of an exchange control.

9) The exercising of all acts which, through law, were granted the National Coffee Department, and which do not contravene the present law.

10) Direct cooperation with the Brazilian Geographic and Statistical Institute in the organization of statistics referring to the coffee economy.

11) The (granting of) facilities to or the stimulating of the organization of distribution systems for the purpose of placing coffee more directly from the production to the consumption centers.

Sole para.: Any other activities which the INC may consider necessary to attain its objectives, including assistance to small producers.

Indonesia's coffee exports

Although official export statistics are available only through October, 1950, it is estimated that about 225,000 bags of coffee were exported from Indonesia during the entire 1950 calendar year.

This compares with exports of 89,000 bags in 1949, 37,000 bags in 1948, and a prewar annual average of 1,357,000 bags.

The Indonesian government now has prohibited the exportation of all types of coffee, and officials maintain that no more will be released for shipment until the 1951 harvest begins in June. Coffee stocks in Indonesia were estimated in February, 1951, at 800,000 bags.

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IMPRINTED with your message, there isn't anything you could give out to advertise your firm that will be used so often by so many people! Every grocer, druggist, hardware dealer, stationer, shoe merchant; in fact, every retailer, welcomes LISTO. For it makes clear, strong marks on metal, glass, wood, plastics, oilcloth, cardboard, linoleum, cellophane, frozen food packages, rubber, etc.

LISTO MARKING PENCIL
This is the regular LISTO, with extra heavy leads that don't break...patented "Grip Type Sleeve" that holds lead firmly so it won't fall out! World's most popular marking pencil!

LISTO DE LUXE PENCIL
Same as regular style but with metal tips.

EXTRA-HEAVY LEADS THAT DON'T BREAK
in many colors
Write for sample and prices



LISTO PENCIL CORPORATION
Alameda, California

Coffee in emergencies

(Continued from page 102)

around the clock," he explains, "and they average as high as 18 to 20 cups per person per day. It helps keep them alert and clears their heads.

"We always started each day off with a cup of strong, black coffee at 6 a.m., no matter how hot it was," he said of the hectic days and nights he spent helping victims of the great flood of 1927 in Louisiana, "and it was plenty hot at times."

The big pot of hot coffee has become a familiar symbol of comfort to thousands of unfortunate men, women and children. The Red Cross, now training thousands of volunteer workers for disaster service, teaches that the first thing to be done at emergency shelters is to prepare hot meals and a hot beverage.

The Office of Civil Defense in Washington has asked the Red Cross to expand its canteen activities. In normal times there is a canteen in every county in the nation. Anticipating possible enemy attacks on the civilian population of the United States, the Red Cross volunteer "army which never demobilizes" is being prepared for whatever may come.

A part of that training of the present average force of 7,800 women volunteers is food preparation, including the proper brewing of coffee, for groups ranging in size from 25 to 1,000 people.

Brewing coffee to bring out its unique aroma and taste is not left to chance. Detailed directions for coffee making are included in a Red Cross booklet, "Purchase Orders and Recipes." A revised edition, to be issued in the near future,

explains how to make it when coffee urns are not available and equipment is limited. All brewing methods are explained in one-two-three steps.

That the Red Cross coffee-brewing formulas must be good is proven by the record. Miss Murrah points out that when the Red Cross disaster services went into action last fall near Bridgeton, N. J., to house and feed 14,000 homeless oyster shuckers and their families, coffee was the most popular item at every meal. The hurricane hurled waters from the Jersey Bay into the settlement, driving the inhabitants out. The unfortunate families were moved by the Red Cross into a deserted prisoner-of-war camp nearby.

Two breakfasts were served, one at 5 a.m. for the men who worked the oyster boats, the second at 7 a.m. for the women and children. It was, Miss Murrah added, bitterly cold at the time, and hot coffee was welcomed by parents and children alike.

Operation Sandbag, the Red River flood in Winnipeg, Canada, in the spring of 1950, provided another graphic example of coffee's role in an emergency. Mr. Herrle states that 50,000 volunteer dike workers, 4,000 volunteer office workers, and the thousands of refugees from the flood waters consumed 81,000 imperial (Canadian) gallons of hot coffee at canteens alone in the most critical nine-week period. This is the equivalent of 2,146,500 cups.

The demand for hot coffee in this disaster resulted in the creation of a coffee pool. The official report of the Canadian Red Cross Society, which was responsible for the operation, discloses that two large department stores in the downtown area of Winnipeg took over the job of supplying all hot

(Continued on page 106)

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Correspondents in

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VENEZUELA
GUATEMALA
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AFRICA

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COFFEE

STEWART, CARNAL & CO., LTD.

IMPORTERS
NEW ORLEANS

Direct Connections in Most Coffee Producing Countries

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others	Total
1950							
February	1,717	736	782	1,518	1,046	376	1,422
March	1,359	646	631	1,277	813	511	1,324
April	1,125	719	569	1,288	885	584	1,469
May	1,052	606	592	1,197	715	456	1,171
July	1,632	875	647	1,522	805	438	1,243
August	2,065	1,126	966	2,092	1,152	469	1,621
September	1,837	1,017	757	1,774	1,050	368	1,418
October	1,844	1,092	820	1,912	1,073	347	1,420
November	1,306	823	501	1,324	932	369	1,301
December	1,256	822	457	1,279	909	428	1,337
1951							
January	1,768	1,037	742	1,779	1,019	355	1,374
February	2,012	987	912	1,899	1,051	438	1,489
March	2,321	1,321	935	2,256	1,244	440	1,684
April	1,461	893	812	1,705	1,089	486	1,575
May	1,310	741	602	1,343	887	395	1,282
June	1,314	778	622	1,400	920	332	1,252
July	1,244	738	646	1,384	739	357	1,096
August	1,038	479	588	1,067	559	360	919
September (1st-26th)	1,010	717	301	1,018	836	300	1,136

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The Coffee Outlook

A new factor has entered the outlook for coffee, one that can hardly be characterized as an element of the interplay of free supply and demand, on the need for which so much has been heard this year from certain sources in the producing countries.

The new factor is the application of monthly quotas to Brazil's coffee ports. Shipments of coffee from Parana-gua were halted in mid-September when the quota of 230,000 bags was reached.

In the United States, revelation of the Parana-gua action brought an emphatic response.

NCA President De Armond wired Oswaldo Franco, head of the Divisao de Economia Cafeira, that the U. S. trade was alarmed.

"News of such restrictions will create very unfavorable reactions on the part of the public, which has been told Brazil is doing its utmost to encourage the free flow of coffee to this market," Mr. De Armond warned.

From the New York City Green Coffee Association a cable went to the Associacao Comercial de Santos, strongly protesting the Parana-gua action.

The restrictions, replied the Santos group, were strictly within regulations established last June by the government for the export of the 1951-52 Brazilian crop, with full agreement of all the producing states.

The New York City association continued to press the issue. It sent cables to DEC President Franco, with copies to the governor of Parana-gua, the Santos Associacao and the American embassy. Horacio Lafer, Brazil's minister of finance, and Garibaldi Dantas, both in New York City, were informed of these measures.

In addition, A. A. Anisansel, president of the New York City Association, advised Edward G. Cale, director of the Office of Regional American Affairs in the U. S. State Department that DEC had stopped the shipment of coffee from Parana-gua after September 14th in spite of the fact that DEC had previously accepted registrations for September shipment far above the quota which now imposed.

"This is seriously affecting exporters, importers and roasters, as contracts entered into in good faith are now physically impossible to fulfill," Mr. Anisansel declared.

He pointed out that this situation was forcing buyers to enter the market even though they had anticipated their requirements, in this way "prejudicing the present selling price for roasted coffee."

Mr. Anisansel asked that representations be made to the government of Brazil requesting immediate withdrawal by DEC of restrictions on shipments against contracts registered with, and approved by that body.

What will happen? We don't know, at this writing. But the restrictions have not helped the coffee picture in this country.

New booklet out on coffee in Colombia

"Colombia, The Land of Coffee" is the title of a bright, new booklet issued by the National Federation of Coffee Growers of Colombia.

With profuse illustrations and fresh, modern layout, the booklet answers questions on the origin of coffee and the methods of cultivation used in Colombia, from the first planting of the seeds in the coffee nursery to final sorting of the processed beans for shapes and size.

Serving The Coffee, Tea & Spice Trade For Many Years

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Free And Bonded Warehouses

Premiums

trends . . . offers . . . products . . . news

Packs French Market Coffee in premium item

Two and a half pounds of coffee were packed in a metal container which, when empty, could be used as a flowerpot. The container was available in one of four striking colors—tile red, apple green, sky blue and maize yellow.

The French Market Coffee label was pasted on so as to wash off easily for the re-use purpose.

Even the lid fitted the picture. It was designed to serve as a saucer to put under the flowerpot.

Other premium offers

Red Owl Stores, Inc., Minneapolis, sponsored a sentence-completion contest to promote Harvest Queen Coffee. First prize was a Philco refrigerator.

The Paxton & Gallagher Co., Omaha, offered a plastic billfold, value \$3.00, for \$1.00 and a Butter-Nut Coffee key strip or jar label.

The Fleming Co., Kansas City, is offering two cups of coffee free to an American serviceman for each Fleming Coffee can strip sent to the company.

Heatproof coffee mug

The Fleetwood Coffee Co., Chattanooga, offered a heatproof coffee mug at no extra cost with each purchase of one pound of Fleetwood Coffee.

Standard Brands Inc., New York City, offered two pot-holders in a plastic bag for two boxtops from a package of Tender Leaf 16's or one boxtop from a 48.

Mexico's coffee production increases

Total coffee production in Mexico from the 1950-51 coffee crop is estimated at about 1,065,000 bags, compared with around 950,000 bags in 1949-50, 1,100,000 bags in 1948-49, and a prewar (1935-39) annual average of 959,000 bags, according to S. S. Bakewell, American embassy, Mexico City.

High coffee prices have resulted in a decrease in Mexican coffee consumption to about 250,000 bags annually; therefore, the 1950-51 harvest should provide about 815,000 bags of coffee for export to foreign markets.

Exports of coffee from Mexico in 1950 amounted to 766,993 bags valued at \$38,577,803. This represented a decrease of five per cent in quantity and an increase of 46 per cent in value over record 1949 shipments of 818,115 bags valued at \$26,475,954.

About 96 per cent of Mexico's coffee exports went to the United States in 1950, compared with 98 per cent in 1949, 99 per cent in 1948, and 62 per cent in the prewar period.

Coffee in emergencies

(Continued from page 104)

beverages and sterilizing used containers. Several thousand one-gallon thermos jugs were procured by the Red Cross and Boy Scouts assisted in distributing the steaming liquid when it was called for.

Coffee is as much a part of the American scene as fireworks on the Fourth of July. It has proven under the most trying conditions—in disasters and times of stress, that it is "the first thought, the last thought, and a continuous thought at the scene of every emergency.

CARL BORCHSENIUS CO., INC.

Connections
in all
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Guatemala Nicaragua
Salvador Costa Rica

Ecuadorians

Unwashed Washed



Prominent tea and coffee men from Canada and the United States at the recent annual convention of the Tea and Coffee Association of Canada, held at the Chateau Frontenac, Quebec City. From left:



Hayes G. Shimp, Jr., William H. Hall, Jack K. Evans, Clare J. Eall, F. J. Otterbein. In the picture at the right are, from left: Leonard Akerman, Larry A. Flinn, Edward Aborn, W. F. Williamson, E. A. Johnson and P. C. Irwin.

Canada's tea, coffee men scan trends

Rene Duclos elected by fourth convention

of Tea and Coffee Association of Canada

By HAL C. SPARKMAN, Head
Food and Beverage Division
McKim Advertising, Ltd.
Toronto, Ontario

Picturesque Chateau Frontenac, in the tradition-packed city of Old Quebec, was the site of the fourth annual convention of the Tea and Coffee Association of Canada, held September 17th to 19th.

Association President Trevor F. Arkell, of Nabob Foods, Ltd., Vancouver, opened the three-day rounds of panel sessions, golf, dancing, entertainment and tours for the hundred-odd delegates and their wives, who came from all parts of the Dominion and the United States, from Vancouver to Halifax and from as far as San Antonio, Texas, and San Francisco, California.

The convention elected Rene Duclos, of S. H. Ewing, Ltd., Montreal, P. Q., as president to succeed Mr. Arkell. Other officers—vice presidents and directors—were for the most part re-elected.

Convention speakers represented various sections of the continent, and each brought messages of interest, encouragement and goodwill to the members of Canada's tea and coffee trades.

Considerable discussion was brought to bear on the possibility of the Pan-American Coffee Bureau coming into Canada with an advertising promotion, and it is felt by trade authorities that this will be an eventuality in the not-too-distant future.

Leonard Akerman, of Toronto, managing director of the Canadian Tea Bureau, outlined a series of strong merchandising drives which will aim at establishing "tea time" in citywide promotions across the Dominion.

He pointed out that Canada has only to increase tea consumption by three cups per week per adult to achieve an increased poundage of no less than 15 per cent, an in-

crease which would put annual consumption over the 50,000,000 pound mark.

"Here in Canada our annual consumption of tea and coffee combined totals just over 1,000 cups per person," he said. "When we add our consumption of soft drinks and milk to this total we are still well below the gallonage of the Englishman who drinks more than 2,000 cups of tea alone every year."

Mr. Akerman outlined in detail, with the assistance of Frank Healy, also of the Tea Bureau, the 1951-52 tea promotion program.

"Our newspaper and radio advertising, which is scheduled to cover the period October to June, will be bolstered to give added punch to tea time drives," he announced. "Each drive or blitz should result in an overwhelming display of tea promotion in each individual city."

In merchandising program

Also included in the tea merchandising program will be a continuation on 23 radio stations of the program, "Tea Time With the Stars." In 17 different metropolitan papers across the country the Bureau will feature "Tea Is Right at Any Time," which will be accompanied by posters and point-of-sale display cards for grocery stores. The messages will stress the economy of tea, in that the consumer can get more than 200 cups to the pound.

It is the responsibility of the coffee industry to encourage and influence the increased production of coffee throughout the world, W. F. Williamson, executive vice president of the National Coffee Association of U.S., told the convention. Choosing as his subject "Organization Re-

The House of
Lawrie
 Producers and Exporters of

quality



TEAS

Established in 1867, the house of Lawrie has behind its existing organisation an unrivalled record and a wealth of experience, which has culminated in the Company becoming one of the largest Exporters of Tea from North India.

Balmer Lawrie & Co., Ltd.

POST BOX No. 4 CALCUTTA.

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 15, Wellington Street,
 TORONTO.

★
 Maylor Avery Ltd.,
 1307, Burrard Street,
 VANCOUVER.

The new president of the Tea and Coffee Association of Canada and the retiring president look things over at the fourth annual convention. Left: Rene Duclos, of Montreal, the new head of TACAC, with Trevor F. Arkell, of Vancouver, who formerly held that post.



sponsibilities in the Coffee Trade," Mr. Williamson outlined for delegates the responsibilities of groups representing the industry.

While there had been some noticeable improvement in the last year, supplies of coffee were by no means ample, he declared. Improvement in this situation would be necessarily slow because newly planted coffee trees require a long time to mature, he said.

He said that it was also the responsibility of the trade to resist any efforts to control prices artificially, and to do everything possible to get coffee to the consumer at the lowest possible price consistent with proper quality.

He pointed out coffee in the cup was still considerably cheaper than most beverages and felt opportunities for expansion were much better in Canada than in the United States, since Canadian trade would expand by population increase as well as by growing appreciation and use by individual consumers.

Manufacturers and merchants are now in a period of cultivation and "if there is no new land to plow, we must perforce turn our attention to the more intensive cultivation of the land we have," declared Edward Aborn, of Arnold & Aborn, Inc., New York City, vice president of the National Coffee Association.

He said the wholehearted cooperation of individual companies in the industry was needed for any successful campaign and mentioned a changing viewpoint from "if you must drink coffee, drink mine" to "drink more coffee because it's good."

As long as population figures continue to increase, the fact that coffee is stimulating is enough to give the industry the increased tonnage it needs, he pointed out. As the population increase slows down, however, the industry

can no longer expand by getting new consumers for their products, but has to make better consumers out of those it has.

"It is obvious, of course, that if people brewed coffee properly it would be better coffee, they would like it better and our problem would be solved, Mr. Aborn said. "In order to furnish them with instructions that would be clear, understandable, and actually designed to produce the best results."

This resulted in the development of standards for the various types of grinds, and in the development of a coffee measuring gadget which is now being used by consumers throughout the United States, Mr. Aborn added.

Dr. Harvey Kimball, sales promotion manager of H. B. Hood and Sons, Boston, stressed that it was not sufficient "to think we know what the public wants, we must make sure." He felt far more consumer research should be done in both the tea and coffee industries and that it was vitally important to keep abreast of public desires and demands.

Selling today is more than just taking orders and a

(Continued on page 119)

NEW OFFICERS, DIRECTORS ELECTED BY CANADIAN TEA, COFFEE GROUP

Rene Duclos, of S. H. Ewing, Ltd., Montreal, P. Q., was elected president of the Tea and Coffee Association of Canada at the organization's fourth annual convention, held last month at the Chateau Frontenac, Quebec.

Vice president for British Columbia is Trevor F. Arkell, of Nabob Foods, Ltd., Vancouver, retiring president of the association. Director for this region is E. J. King.

Vice presidents and directors for the other regions are: Prairie Province—vice president, H. M. O'Donald, Blue Ribbon, Ltd., Winnipeg; director, J. B. Dangerfield, Hudson's Bay House, Winnipeg.

Ontario—vice president, Roy Bain, Mother Parker's Tea Co., Toronto, Ontario; director, C. W. Abernathy, Toronto.

Quebec—Association President Duclos; director, A. C. Nixon, Standard Brands, Ltd., Montreal.

Maritimes—vice president R. B. Brennan, G. E. Barbour Co., Ltd., St. John, N. B.; director, W. H. C. Schwartz, W. H. Schwartz & Sons, Ltd., Halifax, N. S.

H. J. Badden continues as secretary of the association, with offices at 1305 Metropolitan Building, Toronto, Ontario.

GEO. C. CHOLWELL & CO., Inc.

Established 1876—75th Year

"Whose name is known wherever tea is grown"

40 WATER STREET

4-6 COENTIES SLIP, N. Y. C.

TEAS

Member, Tea Association
of the U. S. A.

Agents U. S. A. for Alex. Lawrie & Co., Ltd., London, England; Balmer Lawrie & Co., Ltd., Calcutta, India; Betts Harlley & Huest, Ltd., London, Calcutta, Colombo

TIE IN AND SEE!



See how smart tie-ins
will boost your profit from
tea's biggest industry-wide advertising

Right now—at the beginning of the hot tea season—the public starts getting the impact of the hardest-hitting, most *concentrated* advertising ever put behind tea—and they'll *keep on getting it*—bang! bang! bang!—month after month, all through the next big year.

ADS TAP NEW MARKET

A year-round impact schedule in LIFE magazine (every other week all winter for hot tea!). Full-color feature ads in 35 big Sunday metropolitan newspapers—all aimed at the *biggest potential beverage market in the world!*

PART OF IT'S YOURS

Be sure you get your full share of this vast new market by seeing that your salesmen and retailers get *plenty* of effective tie-in material.

ORDER EARLY

Order your tie-in materials *now*. Mail coupon if you don't already have a complete list of instantly available salesmakers.

SPECTACULAR DISPLAYS

To make the sale at the retail and restaurant level, the Tea Council has designed spectacular new colored shelf markers that *stand out*

from the shelves and can be read from *two* directions . . . big 14 x 11 color posters . . . giant 44 x 34 full-color banners . . . restaurant back-bar strips . . . menu tip-ons . . . and a galaxy of gimmicks—balloons, miniature teapots—many, *many* more!

ALREADY STARTED

The turn to tea has already started. Act now to tie in with the Tea Council's *boldest* advertising campaign. Hurry to make yourself new profits from the biggest idea yet in tea merchandising—TAKE TEA AND SEE!

Tea Council
500 Fifth Avenue, New York 18, N.Y.

Please send me free samples of the following promotional materials:

☐ Grocery material ☐ Restaurant material

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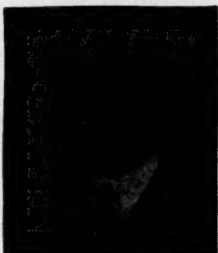
Consider, when you read this month's guest Tea Leaves column, that the ideas come from a man who is steeped to the heart in the traditions which make this tea business what it is—traditions inevitable in the handling of a commodity with so rich, so vital, so ancient a history.

J. Grayson Luttrell—"Grayson" to his host of friends—is the kind of man industries, and communities, cherish. His is the broad view, never content to rest on the workings of himself alone, or his company only.

He has always seen the truth that no company is better than the industry of which it is part, just as no individual can really be independent of his community.

Not only has he understood it, Grayson has acted on that understanding—which explains why he is the kind of man industries, and communities, cherish.

J. Grayson Luttrell is executive vice president and a director of McCormick & Co., Inc., Baltimore, a director of the McCormick Overseas Trading Co., and a director of the McCormick Western Hemisphere Corp.



Robert A. Lewis

Tea leaves

pointed comments by a tea trade dean

By ROBERT A. LEWIS

He is also a past president of the Tea Association of the U.S.A.—a bare statement which hardly begins to indicate the years of hard work he has given, and is giving, to this industry, nor the variety of positions he has held. For example, for years now, he has served as a member of the United States Board of Tea Experts.

His community interests are indicated by such facts as these: He is a member of the board of trustees of Lynchburg College, Lynchburg, Virginia; a past president of the Rotary Club of Baltimore; a director of the Federal Home Loan Bank of Greensboro, Greensboro, North Carolina.

As might be expected, then, his comments, in the guest column below, are directed at the long-term well-being of tea in this country. They are, nevertheless, comments which go to the heart of a decisive problem for this industry. They are comments which I, particularly, am glad to pass along to our colleagues in the trade.

R.A.L.

Tea's greatest asset

By J. GRAYSON LUTTRELL, Guest Columnist

Dear Bob:

It certainly was nice of you to ask me to contribute to your column, and I appreciate the opportunity to voice my thoughts to other members of the tea trade.

When I think about the tea business in the U.S., the question invariably arises in my mind: 'Why is it that the per capita consumption of tea has not made more rapid increases in recent years?'

It has always been a fascinating business, one requiring a considerable amount of experience and training. When I first became interested in the tea business, there was a personal compensation to be derived from the eliteness of the industry. More particularly, there was the tea merchant or tester who used to promenade in the vicinity of Wall Street of yesterday, garbed in frock coat and high hat. He would proceed to the office for the daily ceremony of testing teas of many types and descriptions. I believe that the status of the business during the period of the Gay 90's was equal to, if not a step above, that enjoyed by the banker or financial wizard.

Now as we think of the period which followed, we wonder what happened to curtail the drawing power of




the tea industry. There appeared to be more interest in developing the art of tea tasting and blending when we were bringing into this country, and marketing, many types and varieties of teas, including the China Gunpowder of the Moyune, Hoochow, Pingsuey and Young Hysons of the Fong Mee, Chung Mee, Sou Mee types; the Black Teas or the English Breakfast teas of the Keemun, Packlum grades, and the various grades of Oolongs and Formosa Oolongs, as well as the Japan teas. All of these have virtually given way to the fermented teas of Ceylon, Java and India.

During that period our per capita consumption was as high as one and a half pounds per person, and in earlier years was even higher. The question often asked is, 'Why has this country shown a decrease in the consumption per capita whereas many other countries have shown a decided increase?'

A contributing factor may be that in years past those in the profession failed to give sufficient thought to the entered apprentice who may never have been encouraged to develop a future for himself in the tea business. There are some very fine tea testers and promoters of tea in this country today, but there are too few men who have a real knowledge and interest in tea today as compared with other fields. We have not taken advantage of the opportunities for developing the tea industry to its rightful level.

My point is that if we confine knowledge or interest to a few, then the natural development of the business may

(Continued on page 134)



- *Tea Storage*

- *Blending*

- *Reconditioning*

- *Repacking*

- *Tea Packaging for the Trade*

ADDRESS ALL INQUIRIES TO MAIN OFFICE

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India's tea producers push forward

By A. H. GALLOWAY, Chairman
Indian Tea Association
Calcutta

Last of two parts

We hope also gradually to improve the quality of our packing. We recognize that there has been much complaint in recent years of the quality of plywood tea chests manufactured in India. The traditional source of supply of plywood chests for the Indian tea industry was Scandinavia. The government of India, knowing that ample supplies of good timber for plywood are available in the forests of this country, and that the world demand for Scandinavian plywood for other essential purposes is ever-increasing, has naturally enough by tariffs and import control encouraged the growth of an indigenous industry. The tea industry for its part is ready to buy good quality chests from whatever source they are available and to give preference to the Indian article in the general interest of the country.

But you know how government controls, however well intentioned, often create difficulties and bottlenecks which were not anticipated in the original plan on which the government based its policy. In this case we have found that not only have we been reduced on occasion to use chests of inferior quality, but that through over-estimation of the capacity of Indian factories there has been a serious danger of an overall shortage and of tea companies finding themselves with no chests at all in which to pack their crop. There has been much forthright speech about this matter between the parties concerned, and as a result of our representations, not only has the government of India agreed to more liberal imports (if we can now obtain them) but a definite improvement has also been noted in the quality of the indigenous manufacture. We shall continue to make every effort to see that the tea we send to America is packed in chests of good quality, and it may be some consolation to reflect that much of the Scandinavian plywood, which would otherwise have come to us, will be used by the U.S.A. and other democratic countries for other, perhaps more essential, purposes.

Not unexpectedly, after the peculiarly favorable weather of 1950, the present season in N.E. India has opened badly, with a prolonged drought from which many gardens are only now recovering. Most districts, however, are beginning to make up leeway and recent satisfactory rains give us hope of a reasonably good season.

Our greatest difficulty, in this year of threatened famine, has been the provision of foodstuffs for our labor. Darjeeling and adjacent areas in North Bengal have always been deficit, but this year Assam, from which comes over half of India's tea crop, and which is normally self-sufficient, is short of food. This is partly owing to the influx of refugees from Pakistan, partly to the temptation to the farmers to grow jute instead of rice, and partly to the floods that resulted from the earthquake. It is only since the rains of this year began that the full effects of the earthquake have been felt, for the whole bed of the mighty Brahmaputra river has been changed. Dangerous sandbanks have appeared, channels have changed their course, and, with the beginning of the rains, floods are covering the fertile valleys. The river

itself has been turbulent, and is moving faster than ever, dangerously encumbered by tree trunks and other floating wreckage. Against these difficulties and hazards the steamers bearing our much needed food supplies upstream have to struggle, frequently running aground in uncharted waters. Our tea gardens are often in uncertainty whether food will arrive in time for the next week's issue.

So critical, indeed, is the situation that we are now engaged upon an airlift from Calcutta to member gardens, some of which are 700 miles away. We are limited by the shortage of aircraft; and the aircraft are restricted by the dangerous flying conditions in the Brahmaputra Valley and over the Khasi Hills. On their route from Calcutta to the gardens many of the aircraft fly over Cherrapunji, the wettest place in the world, where in one June week some years ago a rainfall of 121 inches was recorded. The war-time airfields which served the famous "Hump Route," and whose names are known to so many of your fliers . . . Mohanbari, Chabua, Sookerating, Tezpur . . . and where your fliers are so well remembered, are once more in action, receiving planes carrying food to our sorely tried gardens. It can be imagined in these circumstances how gratefully we welcome the arrival in Calcutta of ships carrying foodgrains which America has so generously sent on loan to India.

In such circumstances our costs are naturally mounting rapidly. An airlift is an expensive expedient. We still contrive to sell foodstuffs to our workers and their families at prewar rates, the employers paying the balance. For example, we have had to pay as much as forty rupees for eighty pounds weight of rice, which we sell to our workers at only five rupees. When you are feeding over a million people, this comes a pretty big item.

Yet we are proud to be able to maintain and increase the standard of living of our workers. It was a matter of satisfaction to us to learn, at the I.L.O. Conference at Bankdoeng in Indonesia last December, that conditions of

(Continued on page 128)



Italy's prime minister, Alcide de Gasperi, reported to be quite a tea drinker, gets tea facts at one of the exhibits at the Trient Fair.

Daring ad opens Tea Council's "Take Tea and See" campaign

Opening with a daring and provocative advertisement, the Tea Council's new campaign got underway the first week in October with a full-page ad in Life magazine. Consisting of but four words of copy—"Take Tea and See"—the ad marked the beginning of one of the most unique advertising campaigns ever undertaken in the beverage field.

Robert B. Smallwood, chairman of the Tea Council, said in announcing the campaign that it had been developed by the Leo Burnett Advertising Agency after motivation studies into people's beverage habits by Dr. Ernest Dichter, an eminent authority in the field.

Impact given the campaign through the continuity and repetition of 16 full-page ads in Life will be buttressed by full-color Sunday ads in 33 major metropolitan newspapers from coast to coast. Plans are also being made for radio and television, Mr. Smallwood said, media which have not been used in former Tea Council advertising campaigns.

Bold and direct, the first ad consists of a brilliant stylized red teapot emblazoned with the words "Take Tea and See". Placed against a bright blue background, the teapot pours steaming-hot tea into a cup. The second ad, which will follow one week later, not only in Life, but in Sunday newspapers, also brings a direct, bold sales message to the consumer. The same theme, both in art and copy, is followed, but here the consumer is brought face to face

This is the first Tea Council ad, a full page in color appearing in Life magazine. It opens the new hot tea drive.



with the benefits regular tea drinking offers.

This treatment of Tea Council advertising, while vastly different from that used in the past, aims at the same objectives. Tea's economy, the importance of proper brewing and tea's place on the dinner table are stressed. Rising food costs give significant impetus to tea's low price and, of course, bring a very personal message to the consumer.

Ideally suited for incorporation in the brand packer's promotion, the startling red teapot and the bold theme have also been put to effective use in merchandising aids for grocers and restaurateurs. Pre-tested in the field, these dis-

IHW
T
E
A

Americans Like It Iced

Don't Forget

TEA

FOR

TEEN-AGERS

Iced Tea, the popular American beverage, now advertised only in the warm months, with good promotion might easily share the year-'round market for cold soft drinks.

IRWIN - HARRISONS - WHITNEY, INC.

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)

TEA IMPORTERS

CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)

play materials offer a hard-selling tie-in that pays off the national advertising at the point of sale.

This new Tea Council campaign is part of the tea industry's two-year-old partnership with tea producing countries abroad to increase the market for tea in the United States. Called a venture in "partnership marketing" by government officials, its aim is not only to increase tea drinking in the U. S., but to aid the flow of dollars to democratic nations.

Extensive merchandising meetings will be conducted by the Tea Council starting in October. Representatives will visit key cities and meet with top merchandising and executive personnel associated with the grocery, restaurant and tea trades to explain Tea Council aims and lend added impetus to the industry-wide promotion.

Profit margins for tea in grocery stores outstrip coffee, solubles, survey shows

Profit margins for tea are double those for coffee, 16 per cent, versus 8 per cent, while the instant coffee profit margin is 10 per cent, according to a recent survey conducted by Progressive Grocer magazine in the Providence Public Markets.

This same survey showed that while tea provides only about one-fourth of total dollar volume, it provides more than one-half the dollar profit produced by coffee because of its higher profit margin.

If dollar-profit is computed on a square-foot basis, the average profit on tea is \$1.10 to coffee's \$.79. Instant coffee profit, because of its small display place, is higher than either. But even if the profits from regular coffee and instant coffee are lumped together and put on a square-foot

SET TEA WEEKS FOR 1952

Anthony Hyde, vice chairman of the Tea Council and managing director of the Tea Bureau, Inc., has announced that the iced and hot tea weeks have been set for 1952.

Hot tea week will be known as "Take Tea And See Week" and will be held from January 18th to 26th.

Iced tea week will again be called "National Iced Tea Time" and will be celebrated from July 11th to 19th.

sales basis, the profit produced by them amounts to \$1.02, as compared with \$1.10 for tea.

Says soft water makes better tea, iron content is objectionable

The quality of the water used to brew tea is very important to the resulting beverage, John P. Kearney, of the Culligan Zeolite Co., Northbrook, Ill., declared last month.

Soft water is ideal for the brewing of fine tea, since it gives a crystal clear beverage having excellent flavor, Mr. Kearney explained.

While hardness is objectionable in the making of tea, iron is even more disadvantageous, he insisted. Salts formed by the tannin in the tea and the iron in the water form a black compound which is chemically the same as black ink, he said.

He claimed that in water conditioning to remove hardness and add softness, small quantities of iron which may be present are also removed, resulting in a clearing infusion.

The Culligan Zeolite Co. makes water conditioning equipment for sale or rental to the home owner.

Branch Sales

Offices:

BOSTON

CHICAGO

SAN FRANCISCO

Tea Importers

HENRY P. THOMSON, INC.

120 Wall Street

New York 5, N. Y.

Member: Tea Association of the U. S. A.

Hayes G. Shimp opens Canadian branch

A Canadian branch, with headquarters in Toronto, is being opened by Hayes G. Shimp, Inc., New York City, in mid-October. The branch will be known as Hayes G. Shimp (Canada) Ltd.

Named to manage the new Canadian office was William H. Hall, widely known in the tea industry. Now 33, Mr. Hall has been in the tea business since the age of 17.

He graduated from St. Paul's College, Winnipeg, then served an apprenticeship for four years in London with Joseph Tetley & Co. He was associated for two years with Blue Ribbon, Ltd., Winnipeg, as assistant to J. Ball, then managing director.

During the war, Mr. Hall served for six years in the R.C.A.F. as pilot and flight instructor, until his discharge as flight lieutenant with a D.F.C. award.

Since then, he has been connected with the H. L. MacKinnon Co., Winnipeg, in charge of buying and blending of tea and coffee.

Tea men at Iwai Co. housewarming

Members of the tea trade in New York City were on hand in large numbers last month when the Iwai Co., Ltd., held a housewarming at its offices in the Empire State Building.

Host at the housewarming was S. Matsumura, president of the firm, assisted by E. W. Payne, who handled the arrangements for the event.

The Iwai Co., Ltd., imports tea, as well as a wide variety of other products, from Japan.

REPORT ON TEA CONVENTION IN NEXT ISSUE OF C&T

As this issue of Coffee & Tea Industries, formerly The Spice Mill, goes to press, the sixth annual convention of the Tea Association of the U.S.A. is about to open at The Greenbrier, White Sulphur Springs, W. V.

A full report on the convention will appear in the next issue of Coffee & Tea Industries. Watch for it!

Harry Brummer, veteran tea man, dies

Harry Brummer, who was in the tea business for 57 years, died last month at the age of 81.

For his entire tea career, Mr. Brummer was associated with the same tea interests.

He started in tea in 1894 with the Irwin, McBride, Catherwood Co. At about the same time, his two brothers, William and John, also started in tea with the same firm. William Brummer later became secretary of the Tea Association of the U.S.A.

Soon after Harry Brummer joined the firm, it became A. P. Irwin & Co. In 1914 the firm was changed to Irwin, Harrison & Crosfield, Inc., and ten years later, in 1924, it became Irwin-Harrison-Whitney, Inc., its present designation.

A native New Yorker—he was born on Grove Street—Mr. Brummer lived most of his life in Teaneck, N. J.

He is survived by his wife, two sons, a daughter and three grandchildren.

BOUKOURIS & Co., LTD.

80 BROAD STREET, NEW YORK 4, N. Y.

QUALITY TEAS

MEMBER: TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

MEMBER: TEA ASSOCIATION OF THE U.S.A.

TEAS

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GEO. WILLIAMSON & CO.
LONDON, ENGLAND

and
NAIROBI, KENYA

WILLIAMSON, MAGOR & CO.
CALCUTTA, INDIA

WHITALL & CO.
COLOMBO, CEYLON

W. P. PHIPPS & CO.
BATAVIA, JAVA

MANUEL SARAIVA JUNQUEIRO
MOZAMBIQUE, PORTUGUESE E. AFRICA

LIAZI AGRICOLA LTD.
MILANGE, PORTUGUESE E. AFRICA

CHUN HO COMPANY, LTD.
SHANGHAI, TAIPEH

Far East lines announce revisions of New York wharf penalty charges

Revisions in the new wharf penalty charges on cargo from the Far East discharged in New York harbor have been announced by the New York Committee of Inward Far East Lines.

The committee gave notice in August of wharf penalty increases, and importers immediately asked for reconsideration of the proposed rates.

After conferences with representatives of the government, civic groups and importers, the carriers made some revisions in the proposed rates.

The wharf penalty charges which member carriers of the committee will apply, effective October 1st, are as follows:

5¢ per 100 lbs., or 2½¢ per cubic foot, for the first period of five calendar days or fraction thereof after the expiration of free time. Minimum charge \$1.00.

10¢ per 100 lbs., or 5¢ per cubic foot, for the second period of five calendar days or fraction thereof. Minimum charge \$2.00.

20¢ per 100 lbs., or 10¢ per cubic foot, for each succeeding period of five calendar days or fraction thereof. Minimum charge 3.00 for each period.

(With respect to the free time period, no change is being made in the arrangements presently in effect).

"Please bear in mind that a penalty charge does not constitute a charge that the carrier desires to collect or from which they desire to earn revenue," the committee explains. "The penalty constitutes a charge that has as its purpose inducing the importer to remove his cargo from the pier promptly upon arrival."

Sundberg joins E. W. Payne

Edwin R. Sundberg, well known in the tea industry, has joined E. W. Payne, prominent New York City tea man, it has been announced.

Mr. Sundberg was associated for 36 years with Robert H. Oakley, who was a leading tea broker, and he was also connected for a year with W. R. Grace & Co.

During World War I, Mr. Sundberg served in the infantry, putting in 11 months of service overseas. When World War II came, he went into defense production for three years.

Before joining E. W. Payne, Mr. Sundberg was connected with H. L. C. Bendiks, Inc., for about 20 months.

Sees smaller Formosa tea crop

The autumn tea crop on Formosa will be 20 per cent smaller than was originally anticipated, according to a report to Boukouris & Co., Ltd., New York City, by their Formosa representatives, the Tai Shan Tea Co.

Dry weather is the main cause of the smaller crop, the report indicated.

Most of the autumn crop will be manufactured into black tea, and a smaller proportion into green and Pouchong teas, it was stated.

Tea growing in Brazil

Brazilian growers are gradually expanding their tea plantations, but are hesitant because of uncertainties on the world market, where there are some indications of over-production.



Uncolored JAPAN GREEN TEA Is Back!

— ASK YOUR IMPORTER

Growing tea markets, as well as production, vital to Indonesia

By A. L. W. SEYFFARDT, Chairman
Algemeen Landbouw Syndicaat
Djakarta, Indonesia

Even before the war, tea promotion was universally considered essential on the part of the producer and the trader to increase the sales of the mounting output. Even in those years it was apparent that international coöperation was the most efficient manner to reach this end. Only a plan in the grand manner could assure success. On your side of the ocean, large scale advertising campaigns are no novelty and are already recognized.

In tea promotion, this large scale publicity can only be obtained by international coöperation. Healthy international coöperation in this field is older than the W.H.O. of the U.N.O. Our object, however, is more limited, although we consider that we also serve public health.

However, the beginning does not lie with international coöperation, but on the estate where the tea is grown and manufactured. Especially the manufacturing is important, as the quality is largely dependent thereon.

In ancient times, the Chinese tea makers already under-

stood that they had to meet the requirements of their customers and were adepts therein. With our present complicated world tastes, the basic idea is the same. The manufacturing is the basis, and although the dealer is able partly to meet the requirements of the consumer by blending, they cannot do this without good products.

As tea producers, we try to meet the requirements of the consumers, however circumstances in Indonesia make this very difficult.

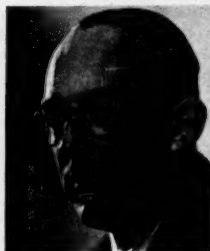
The story of tea in Indonesia since the war is one of destruction, difficulties and disappointments. Of all the main tea producing countries which contributed to the pre-war production of this commodity, Indonesia suffered most during the second world war.

Under the Japanese, cultivation of the gardens and manufacture of the leaves virtually ceased in favor of food production. Many of the factories were dismantled or destroyed, so that with the fall of Japan in 1945, serious damage had been done to the productive potential of these islands.

But the fall of Japan did not bring peace to Indonesia. A bitter political strife ensued, with the result the further damage was done to those factories which were still intact, and the restoration and rehabilitation of gardens and other factories were sadly hindered by the resulting insecurity.

Notwithstanding these difficulties and very real dangers, tea planters returned to those properties which still had

(Continued on page 135)



HALL & LOUDON

ESTABLISHED 1898

TEA BROKERS

We offer a comprehensive Tea Brokerage
service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5

**IT'S AMERICA'S
FAVORITE TEA!**

LIPTON TEA

Consistent quality through the years has made Lipton the largest tea grower and distributor in the world. Today, more people drink Lipton Tea than any other brand, because it's brisk... full-bodied... refreshing!

Canada's tea, coffee men

(Continued from page 109)

salesman should be a two-way individual, carrying a message from company to customer, and, conversely, carrying the feeling of the people back to management, he said. Dr. Kimball outlined and illustrated what, in his opinion, were the prerequisites of a good salesman.

The fickle taste of the public and the battle for their beverage dollar was stressed by L. A. Flinn, tea merchandising manager of the Kroger Co., Cincinnati. He said that despite a near record year of tea imports in 1950, there were definite danger signals to tea's position in Canada.

He cited a recent report by B. T. Huston, editor of Canadian Grocer, which pointed out that per capita consumption of coffee in Canada had nearly doubled in pre-war years and that coffee imports were up 32 per cent in the first four months of 1951 in contrast with a decrease of 18 per cent on tea.

Look at tea bag

"The tea bag is a perfect example of making it easier to use tea, but I do not recall seeing tea advertising that has featured the labor saving and convenience of the tea bag," Mr. Flinn said. "Yet the instant coffee and now the coffee bag advertisers have been quick to use this as their number one appeal." He recalled that in a recent survey it was shown that Canada was experiencing a steady growth in the popularity of tea bags. Where in pounds they represented about 10 per cent of the total tea sold a few years ago, they now account for more than double this quantity—and the trend continues upward.

In 1934, Mr. Flinn pointed out, his company had packaged a special blend for iced tea, and now when spring comes they promote iced tea with giant banners. Floor displays force out an extra quantity at the start of the season. However, in iced tea there is still a vast untapped potential, he insisted.

In selling tea, Mr. Flinn told the delegates, they should stress the limited amount of handling to the retail man, the "no grinding" convenience and the "no loss" quality. Then, too, the profit angle should be emphasized, particularly that profit from tea is nearly two and a half times that of coffee. The packers should give the merchant merchandising assistance in the form of practical display materials and offer related selling plans that point out the importance of tea.

Controls unlikely

W. F. Bull, deputy minister of the Department of Trade and Commerce, told the tea and coffee delegates that he saw little possibility of control for the tea and coffee business.

"On the subject of controls or no controls, I believe it is probably apparent to most that the government has been putting great emphasis on letting business enterprise do the job of producing and procuring most of the things the country needs in the present period of rearmament," Mr. Bull explained. "Applying these principles of the government's attitude towards direct controls on the tea and coffee business, I see little possibility for direction of trade in these commodities unless there comes into being an international allocation scheme in which Canada will want to participate or serious supply difficulties are encountered. But as long as there is no all-out war there are good

(Continued on page 128)

HAYES G. SHIMP

INCORPORATED

TEA IMPORTERS

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CABLE: SHIMP

TEL. MU 6-0942

Member, Tea Association of the U.S.A.



If the FOOD Business is YOUR Business—

we want you to know that it's *our* business to bring to you *each day* the price and supply conditions of almost everything edible—quotations on over 500 items ranging from kohlrabi to East Indian spices. Daily food features include "Food News Highlights," "West Side Notes" and "Grocery Market Roundup." Particular emphasis on Coffee, Sugar, and Canned and Frozen foods. Ours is the *only* daily food publication.

Other Daily Features

include similar news treatment of Shipping, Insurance, Textiles, Chemicals and Fuels—as well as all other important general news.

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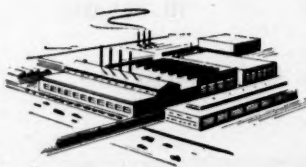


Boxes

Give Protection



from the factories
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every step
of transportation.



Gaylord Boxes

PROTECT the products



in the nation's largest producers



GAYLORD CONTAINER CORPORATION

General Offices: SAINT LOUIS

CORRUGATED AND SOLID FIBRE BOXES • KRAFT PAPER AND SPECIALTIES • KRAFT BAGS AND SACKS • FOLDING CARTONS

New York • Chicago • San Francisco • Atlanta • New Orleans • Jersey City • Seattle
Indianapolis • Houston • Los Angeles • Oakland • Minneapolis • Detroit • Columbus • Cleveland
Fort Worth • Tampa • Cincinnati • Dallas • Des Moines • Oklahoma City • Greenville
Portland • San Antonio • Kansas City • St. Louis • Memphis • Bogalusa • Milwaukee
Chattanooga • Westaco • Appleton • Hickory • Sumter • New Haven • Jackson
Greensboro • Miami • Mobile • Omaha • Philadelphia • Little Rock • Charlotte • Amarillo



Packaging



A comparative newcomer, this Bernhard trade mark for Cat's Paw rubber heels ranks high, among older marks, in public recognition.



A distinctive logotype for a fairly difficult name makes this Boscul package, designed by Jim Nash, stand out on any grocery shelf.

Does your trade mark work for you?

By **KARL BERNHARD**, *Lucian Bernhard Package Design Service
New York City*

Manufacturers of nationally known brand merchandise often value their trade mark as highly as any of their fixed assets. Their buildings and machinery are insurable and can be replaced in a matter of months—but loss of their public recognition would actually be irreplaceable! Yet how rarely is proportionate effort put into the creation of this important cog in the machinery of merchandising.

So often a product is launched on its precarious way into the competitive world with a trade mark designed by the package manufacturer "for free" or, worst of all, created on the company president's doodle pad or by his untalented art student daughter. Sometimes this is done to "save money," more often because it simply has not yet become practice to hire expert professional specialists for this task, as is so naturally done when top results are wanted in any other phase of manufacture and selling. Yet this same trade mark, obtained for a few dollars or generously contributed by the president, may be backed with tens of thousands of dollars' worth of advertising and promotion money and appear for decades on millions of boxes and labels.

Watch your TV commercials and see whether you don't agree that the majority of trade marks are commonplace, unexciting and ineffective!

Unfortunately, it is not possible to judge the excellence of a trade mark by the success of a product. Kodak, Coca Cola, Ipana, Westinghouse, Chesterfield, Woolworth, Chase & Sanborn are surely known to millions of people, yet each one of these has an undistinguished, commonplace, "signature" or logotype that no trademark designer of today would suggest for his client's product.

Compare these with the distinctive power and memorability of Aunt Jemima, the Texaco Star, the Quaker Oats man, the A & P emblem, the Cat's Paw cat and many others. This is not to say, of course, that the Coca Cola logotype—or any of the others—is not fantastically valuable today, after years and millions of dollars have spent to popularize it.

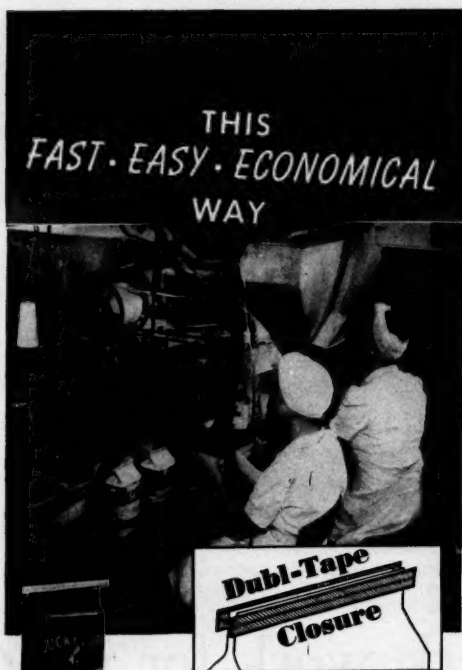
But the manufacturer who wants to have the help of a good trademark in establishing a new product today, or revitalizing an old one, is faced with a much more difficult problem. His trade mark must compete with some that have a headstart of several decades and billions of impressions on the public mind. In order to have a chance, therefore, his young trade mark must score really heavily in originality, punch and color.

Well, what is a *good* trade mark?

The first and most indispensable ingredient for a lastingly effective trade mark is *the manufacturer's courage to be different*—because to be good a trade mark or logotype must be uncommon. There is no harm at all in its being somewhat queer at first sight (all original things or ideas are), because you can be sure it will therefore be remembered longer.

In addition to the above it should, of course, be pleasing and attractive in shape, design and color. It must be so boiled down to essentials that it will be effective when used small, as on a business card or big, as on a billboard. If possible it should be readily described over the radio or to little Betsy running down to the store.

While it is great luck to have an easily remembered trade character, such as Cat's Paw or Elsie the Cow, not all pro-



ATTRACTIVE PACKAGES! It's easy to produce neat, eye-appealing packages—so important in product merchandising today—when you use Union Special's *Style 60000 D* machine to close small paper bags with the exclusive "Dubl-Tape" sewed closure.

CAPITALIZE ON THESE FEATURES! Machines are especially designed to help you solve your packaging problems:

- **FAST**—keyed to output of standard filling and weighing equipment.
- **VERSATILE**—conveyor adjustable for various bag sizes. Efficient on short or long runs.
- **ECONOMICAL**—requires only a modest investment. Uses inexpensive cotton thread and paper tape.
- **EASY TO OPERATE**—anyone can quickly learn to run machine without previous experience.
- **SEMI-AUTOMATIC OR AUTOMATIC**—for use with one operator or part of a completely automatic installation.

BULLETIN ON REQUEST. Bulletin No. 100 shows how food packers are making profitable use of this machine and how you, too, can use it for closing small paper bags.

Send for your COPY!

Union Special
Machine Company

490 N. FRANKLIN STREET, CHICAGO 10, ILLINOIS



ducts or trade names lend themselves to such imaginative treatment, and there is nothing less advisable than to drag an irrelevant "character" into the package or other phases of the promotion program just for the sake of having a figure in it. While you may be able to build up identification for even an unrelated figure, if you are willing to spend enough money on it, you may end up with little more prestige and product identification than you started out with.

To sum up—designing a distinctive, eye-catching, rememberable and lastingly good trade mark or logo isn't easy. But since it will be the basic element of product packaging and promotion for many years to come, it deserves the very best attention from the outset. Working with an understanding manufacturer, the professional designer brings to the trade-mark problem good taste, experience and, most important, a fresh, *outsider's* point-of-view.

For while the name and characteristics of a company or product will be familiar, understandable and attractive to the management because they know it so well, it is the job of the designer to treat the problem only from the angle of the most important person in the world—your cash customer! He will, unhampered by "inside facts" that are of no interest to the consumer, create a logotype, a trade-mark or a package that will attract the shopper's eye, impress her with the value of your product and make her remember your name and "face" for that important repeat sale.

A well-conceived, original and properly designed trade mark can do a big job in today's self-service selling. Is yours doing it?

Packettes

People, Firms

Beaven W. Mills: Wray H. Callaghan, sales manager of the folding carton division of the Robert Gair Co., Inc., New York City, manufacturers of folding cartons, paperboard and shipping containers, has announced the appointment of Beaven W. Mills as sales manager for Gairvure cartons.

Since Gair's installation of the first sheet-fed gravure press in this country, its gravure printed cartons have had such tremendous acceptance that additional machinery has been installed, all built to Gair's specifications, bringing its equipment up to triple the original capacity.

For the past four years, Mr. Mills has been art director for Gair. He graduated from the New York School of Fine and Applied Arts, and the School of Professional Artists, both in New York City, and pursued extension art courses in the University of Vermont. This was supplemented by European travel study of advertising methods in ten countries. Mr. Mills was responsible for the design and construction of the State of Vermont exhibit at the New York World's Fair in 1939.

Neuman: W. K. Neuman recently was appointed director of products sales for the metal division of the Continental Can Co., according to P. Wojtul, general manager of sales for the metal division.

Formerly a product sales manager in the metal division, Mr. Neuman has been with Continental since 1940. In his new position, he coordinates the work of products managers for Continental's diversified line of metal containers.

COFFEE & TEA INDUSTRIES and The Flavor Field

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

Grenada — the nutmeg isle

By JAMES H. KEMPTON

(Last of three parts)

(The nutmeg is booming, according to this article from Foreign Agriculture. Here's a detailed picture of Grenada's nutmeg and mace production, including facts about economic trends on the island likely to affect the nutmeg outlook. —Ed.)

From the nutcrackers the nuts move to the curing racks where they remain for six weeks. While spread in these wooden trays arranged in multiple tiers, the nuts are rolled daily with a wooden hand rake. This rolling prevents the essential oil from settling on one side and discoloring the nut.

After the six weeks of daily rolling, the nuts are passed to the women sorters, each equipped with a square wooden tray. This tray, about two by three feet, has a four-inch hole in one corner through which the sorter rapidly and skillfully pushes the off-color nuts as they are revealed under her ceaseless rolling.

The nuts are now ready for sacking. Those judged imperfect but not rejected are put into jute bags plainly marked "grinders." Those too imperfect for grinding are marked for "distillation," as nutmeg oil has important solvent uses in the preparation of pharmaceuticals. The shells are returned to the groves as organic matter.

Meanwhile the mace that we left drying a few paragraphs back has become air dried. It is stored at the collecting centers for six months in airtight bins, where from time to time a fumigation of carbon bisulphide is given as a bug deterrent. During this process, mace changes in color from scarlet to yellow and is ready for grinding.

Having most of its cultivated acreage in tree crops—nutmegs, limes, cacao, and coconuts—Grenada has not been defaced as have so many of the other West Indies. The commercial tree crops plus the hundreds of breadfruit trees, the national forest, and the forested wastelands give the island a lush verdure typical of the oft-imagined but seldom-found tropical isle of the city man's dream. Made up primarily by Scots the now largely African population has abandoned some of its carefree characteristics. The people are thrifty, dignified, and courteous. When free from labor, they do not gather into groups to strum guitars, drum out complicated rhythms on the nearest hollow-sounding containers, and sing. They gather into groups all right, but for serious discussions and when night falls silence closes in. All man-made noises cease.

The developing unrest in the Far East and particularly the unsettled conditions in Indonesia have given the Grenada nutmeg crop a growing importance. Although many of the



Grenada natives crack mace from nutmegs. ASTA photo.

bags (about two-thirds) leaving the island are marked for the large spice importers of San Francisco, there are an appreciable and growing number stenciled for Amsterdam. The nutmeg is joining the banana as a Far Eastern plant achieving its greatest commercial importance as a crop in the Western Hemisphere, thus reversing the trend of cacao, rubber, and cashew nuts.

Although the East is the home of the nutmeg, the largest nutmeg estate in the world is Belvedere on Grenada. Bearing nutmeg orchards are expensive; good ones will cost the purchaser \$500 an acre or more. The fact is, there is very little suitable acreage remaining not planted to nutmegs.

There would appear to be no reason why Grenada should not continue as the principal nutmeg (and mace) producer in the Western World. Old groves will have to be felled and replanted to maintain the efficiency of production, and this will be expensive for the older estates but it will be done. The real problem facing islands such as Grenada is demographic and sociological. Grenada has a great many children of school age. These children, as is their due, are being exposed to educational opportunities that were not available to their parents. It remains to be seen whether knowledge of the three Rs and other esoteric subjects will unfit the girls as collectors and crackers of nutmegs.

Although the population of Grenada is not oppressively in excess of the current economy (about 75,000) and the island is more fortunate in this respect than many of the

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West Indies, still the population is growing. The island has excellent sanitary and health services and the people show it. They are of good size, vigorous, and, for the tropics, active. The British have paid particular attention to the water supply, and piped water of excellent quality is available throughout the island, even at uninhabited cross roads.

These medical and health attentions multiply the population in Grenada, just as everywhere else where the toll of infant mortality has been reduced.

Possibly the nutmeg could carry a heavier population burden, as it does not constitute an important item in the cost of living for consumers. Few would abandon the spice were its price doubled, but the solution is not that simple. There are the Moluccas to consider, where political unrest added to infant mortality keep the population from outstripping the economy. The Moluccas are likely to have cheap labor for a long time.

There are future bridges to be crossed, about which few are concerned today; meanwhile the nutmeg culture of Grenada is a very handsome and satisfactory agriculture indeed.

ASTA postpones chemist certificates on pepper, urges tentative tests

The amendment to American Spice Trade Association standard contracts requiring that a chemist's certificate be attached to final invoices on pepper has been postponed for further action at ASTA's next annual meeting, scheduled for May 19th-21st, 1952.

Other amendments voted at the 1951 annual meeting will go into effect on November 1st.

ASTA recommended that the spice industry follow, on a voluntary basis, the tentative procedure for examination of pepper developed by Foster D. Snell, Inc.

It is hoped that these voluntary tests on all arriving pepper will yield enough facts on light berries and other extraneous material to enable final agreement on the matter to be reached at the 1952 annual meeting.

Durkee spices, canned peas promoted in three-day midsummer campaign

Durkee spices and canned peas are being promoted together in a giant midsummer campaign sponsored jointly by the Associated Independent Cannerymen, the Can Manufacturers Institute and Durkee Famous Foods.

The promotion centers around a main dish summer salad, the chief ingredients of which are canned peas, tuna and Durkee's onion and celery salts. AIC members' canned pea brands are featured.

Retail store point of sale materials include store posters, spice rack cards and recipe give-aways to be supplied by Durkee. Cooperative advertising is also to be available.

Consumer publicity is being contributed by CMI in a campaign aimed at newspaper food editors, women's radio program boardcasters and telecasters.

McCormick adds cinnamon sugar to national line

Cinnamon sugar has been added by McCormick & Co., Inc., Baltimore, to its line of nationally distributed products.

Pre-tested by McCormick's own taste panel, the new product is packaged in re-usable five-ounce shaker-top bottles designed by Raymond Loewy. packettes

U. S. Vanilla Bean Imports

(in 1,000 pounds)

ORIGIN	Average 1935-39 1,000 pounds	1948-49 1,000 pounds	1949-50 1,000 pounds	1950-51 1,000 pounds
Madagascar	193	387	1,439	982
Mexico	223	503	399	206
French Pacific Islands	43	117	152	91
Indonesia	21	29	9	125
French West Indies	17	13	47	10
Leeward & Windward Islands	66	35	19
Other	509	32	36	6
TOTAL	1,006	1,147	2,117	1,439
Total Value (\$1,000)	2,503	4,323	5,613	4,222

U. S. vanilla bean imports decrease one-third in 1950-51

Imports of vanilla beans into the United States in 1950-51 dropped about a third below the unusually high total imported in 1949-50, but were still above the postwar level and considerably higher than the prewar (1935-39) annual average, according to records of the U. S. Census Bureau.

The United States imported 1,439,000 pounds of vanilla beans valued at \$4,222,000 in 1950-51, compared with 2,117,000 pounds valued at \$5,613,000 in 1949-50, 1,147,000 pounds valued at \$4,323,000 in 1948-49, and a prewar (1935-39) annual average of 1,006,000 pounds valued at \$2,503,000.

The average import valuation per pound in 1950-51 was \$2.93, compared with \$2.65 in 1949-50, \$3.77 in 1948-49, and \$2.50 prewar.

Imports of vanilla beans from Madagascar dropped from 1,439,000 pounds in 1949-50 to 982,000 pounds in 1950-51. Imports from Mexico fell off from 399,000 pounds in 1949-50 to 206,000 in 1950-51, and imports from French Pacific Islands decreased from 152,000 pounds in 1949-50 to 91,000 pounds in 1950-51. On the other hand, imports of vanilla beans from Indonesia rose from 9,000 pounds in 1949-50 to 125,000 pounds in 1950-51.

Most of the world's supply of vanilla beans is produced in Madagascar and Mexico and consumed in the United States. Total production of vanilla beans in Madagascar and Mexico has been forecast at 1.1 million pounds for 1951, appreciably below the latest estimate of 1.5 million pounds for 1950.

Mayonnaise Association names Turner president

O. C. Turner, Morton's, Dallas, was elected president of the Mayonnaise and Salad Dressing Manufacturers Association at its recent annual meeting. Named vice president were Harry Tuttle, M. A. Gudney Co., Minneapolis, and W. W. Bishop, Mrs. Clark's, Inc., Des Moines. The secre-

tary is Ted Marks, Recepte Foods Co., Baltimore, and the treasurer is Paul Frisch, McCormick & Co., Baltimore.

Directors include Samuel Domash, Conway Co., New York City, retiring president; Bob Cain, John E. Cain & Co., Cambridge, Mass.; Carl Weigand, Old Dutch Foods, Buffalo; William Murray, H. W. Madison Co., Cleveland; A. Sanchez, Blue Plate Foods Co., New Orleans; John Barcroft, Stewart's Inc., Memphis, and J. C. Hoffman, Milani Foods, Inc., Los Angeles.

Technical Pickle School to resume in 1952

The Technical Pickle School will operate again in 1952, it is reported by Professor F. W. Fabian, of Michigan State College, East Lansing.

The school will be held on February 19th, 20th and 21st, 1952, in the new Kellogg Continuing Education Building at Michigan State College. The building has been especially built for this type of work.

"A tally of opinions circulating within the banking groups shows that, happily, the same feeling of optimism is also prevalent there."

Mr. Magnus pointed out that this aggressive business attitude is having its effects on MM&R sales volume in Europe, which is now higher than ever before.

Dr. Henri F. Logcher, MM&R export manager, who accompanied Mr. Magnus on the business tour, reported that in the year since his last tour of Europe, West Germany and Holland have moved ahead fast.

Squeeze bottles move into spice field

Squeeze bottles, increasingly popular in cosmetic, insecticide and other fields, is now moving into the spice industry.

The bottles are already being marketed in a salt and pepper set, and the two-ounce polyethylene containers are also being recommended by the manufacturer for paprika, cinnamon and other spices.

Instead of shaker tops, the bottles have only one hole, which the maker says distributes the spice more evenly over the food and at the same time admits less moisture, lessening tendencies toward caking.

If you're interested, the manufacturer is the Shifro Co., 130 Hartford Avenue, Manchester, Conn.

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U. S. Black Pepper Imports

(in 1,000 pounds)

Origin	Average 1935-39	1949-49	1949-50	1950-51
Ceylon	4	11	427	33
India	1,147	14,898	23,900	26,924
Indonesia	47,282	4,161	2,338	5,859
Lebanon		31	466	23
Thailand		593	400	58
Other	1,653	1,413	440	117
Total	50,086	21,127	28,171	33,014
Total Value (\$1,000)	3,372	13,372	31,124	51,629

**Black pepper imports
into U. S. up 17%
in volume in 1951-52**

Imports of black pepper into the United States in 1950-51 (July to June) increased 17 per cent in quantity and 66 per cent in value over 1949-50, according to records of the Census Bureau.

The United States imported 33.0 million pounds of black pepper valued at \$51.6 million in 1950-51, compared with imports of 28.2 million pounds valued at \$31.1 million in 1949-50, 21.1 million pounds valued at \$13.4 million in 1948-49, and an annual average prewar (1935-39) imports of 50.1 million pounds valued at \$2.4 million.

The average import valuation per pound of black pepper increased from 5 cents in the prewar period to 63 cents in 1948-49, and an annual average prewar (1935-39) imports

India supplied 82 per cent and Indonesia about 18 per cent of United States imports of black pepper in 1950-51. In prewar years, Indonesia supplied 94 per cent and India only 2 per cent.

Black pepper production in Indonesia is expected to decline from 14.3 million pounds in 1950-51 to 10.6 million in 1951-52. An increase in Indian output from 49.3 million pounds in 1950-51 to 56.0 million in 1951-52 has been forecast.

ASTA to hold Mexican Fiesta for writers

This year ASTA's annual dinner for food writers, considered one of the top gourmet events of the year, will take the form of a Mexican Fiesta.

The event will take place, as usual, at the Hotel Astor. The date: October 25th. Time: 7 p.m.

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U. S. mustard seed crop to be 40% bigger than last year

The 1951 production of mustard seed in Montana, California, and Washington is estimated at 25,110,000 pounds of clean seed, according to the Bureau of Agricultural Economics.

This production, the largest since 1946, is two-fifths larger than the 1950 crop of 17,910,000 pounds, but one-fifth smaller than the 1940-49 average of 31,483,000 pounds.

Increases over 1950 were shown for each of the three kinds of mustard. The largest increase, poundage basis, is indicated for the Oriental variety (*Brassica juncea*, yellow seeded form of brown mustard), which at 11,100,000 pounds comprises 44 per cent of the total United States crop and compares with 6,300,000 pounds. 35 per cent of the total, last year. The production of brown (*Brassica juncea*) mustard, indicated at 2,700,000 pounds, is one and one-third larger than that of 1950, and yellow (*Brassica alba*) mustard at 11,300,000 pounds, is about one-tenth larger.

Total acreage of mustard seed for harvest is estimated at 46,300 acres, 19 per cent more than the 38,900 acres harvested in 1950 but 39 per cent less than the ten-year average. Abandonment of planted acreage is estimated at only 1,800 acres, much less than usual, and less than the 2,100 acres abandoned last year.

Weather has been favorable for mustard seed development in all three states. The prospective yield of 542 pounds per acre is 82 pounds larger than last year and 118 pounds larger than average. The California crop has already been harvested, but in Montana harvest is not expected to start until about the second week in September.

Look for record mustard seed crop in Canada

Canada's 1951 production of mustard seed, used in making condiment mustard, is forecast at a record total of 29 million pounds, according to Philip C. Habib, vice consul of the American embassy in Ottawa.

An estimated 42,000 acres were planted in 1951, of which 31,500 acres are yellow mustard, 9,500 acres are brown mustard, and 1,000 acres are in the Oriental variety.

Two seed firms in Lethbridge report contracts for 27,000 acres, and Montana interests contracted for 15,000 acres.

Canadian mustard seed acreage amounted to about 14,325 acres in 1950, compared with 5,000 acres in 1949 and 30,000 acres in 1948. Production totaled about 7 million pounds in 1950, compared with 2 million pounds in 1949 and 21 million pounds in 1948.

No substantial stocks of mustard seed remain in Canada, and Canadian requirements for grinding are estimated at 2 million pounds, so about 27 million pounds from the current crop should be available for export.

Trade sources expect the bulk of exports to go to the United States but United Kingdom buyers are reported to be back in the Canadian market for the first time since 1948. Prior to 1949, substantial quantities of Canadian mustard seed moved to the United Kingdom.

Contract prices to growers per 100 pounds of cleaned number one yellow mustard seed were fixed at \$7.00 in 1951, compared with \$5.50 in 1950 and \$6.75 in 1949.

Commercial production of mustard seed in Canada is centered in a relatively small area around Lethbridge in Southern Alberta. Introduced from Montana about 16 years

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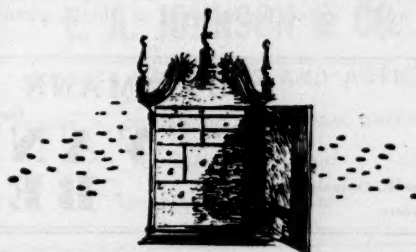


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ago, it has become an important dry-land crop in this region.

Although Canadian growers have usually put in some mustard acreage for United States processors, current plantings for these accounts are the largest since the crop was introduced into Canada.

A United States mustard seed broker reported that United States interests were extending their operations into Alberta because many mustard seed producers in Montana were switching from mustard to wheat this year, and seed houses were obliged to look to Canada for mustard.

It's back to Shawnee for ASTA in 1952

The 1952 convention of the American Spice Trade Association will be held at the Shawnee Inn, Shawnee-on-Delaware, Pa.

The site, scene of ASTA's 1950 convention, was picked by a committee consisting of L. J. M. Wezenaar, chairman, E. H. Sennhauser, President Harry J. Schlichting and Executive Secretary Ernest H. Winter.

ASTA members have fond memories of the 1950 Shawnee conclave, and committee members indicate that since then improvements have been made. The hotel's capacity has been increased and the Grill Room has been enlarged and renovated.

Canada's tea, coffee men

(Continued from page 119)

prospects that such a situation can be avoided."

Mr. Bull traced the progress of Canadian economy to its present position. Canada today, he said, with just a little over one-half per cent of the world's population, is a leading producer of such important strategic material as nickel, asbestos, platinum metals and newsprint. She is the world's second largest source of electric power,

aluminum, zinc, gold, cadmium, selenium and probably of radium and uranium as well. This country is also the third largest trading nation of the world and holds a similar place in the production of wheat, silver and lumber.

Turning to the economic outlook for Canada, Mr. Bull, said that while "problems of materials, manpower and price adjustments are likely to be with us over the next three years, the general outlook is for a growing market, and this growth may be four to five per cent of the gross national product in volume terms."

India's tea producers

(Continued from page 113)

labor on Indian plantations compared very favorably with those on plantations in other parts of the world. It is only by maintaining and improving such standards that the menace of Communism with its easy promises but underlying tyranny can be kept from the masses of Southern Asia.

In conclusion, the committee of my association and I would like to send you our warmest good wishes for your convention number, and for the continued prosperity of your journal.

Tea cider becoming popular in Ceylon

A cider, like that from apples, can be made from a sweetened infusion of tea, reports E. L. Keegel, technologist at the Tea Research Institute of Ceylon.

It is slightly intoxicant and quite a pleasant drink, he claims. Tea cider contains a small amount of alcohol and the sale of it in Ceylon now comes under the excise laws.

The process of manufacturing it is so cheap and simple that a lucrative trade in tea cider sprang up in recent years. Its consumers are the poorer people.

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San Francisco Samplings

By MARK M. HALL

■ ■ The San Francisco Coffee Club held its last meeting at the Peninsula Golf and Country Club. As usual, golf with dinner following was the order of the day, with perhaps an occasional sojourn in the tap room. Morris Buckingham, of the Alexander Balart Co., president of the club, had as chairman of the entertainment committee Dick Weir, of the S. F. Pellas Co., assisted by Charles Cecil, of Weldon H. Emigh Co., Inc., and J. Johnson, Jr., of the Otis McAllister Coffee Corp.

■ ■ Ed Johnson, Jr., and Mrs. Johnson, in company with Mr. and Mrs. Ed Manning, spent a vacation in the Northwest together.

■ ■ Robert Quinlan, of B. C. Ireland, Inc., recently returned from a business trip to Brazil.

■ ■ Tom Moss, of Thomas J. Lipton, Inc. recently returned from vacation. He visited Lipton plants at Hoboken, N. J., Streator, Ill., and Galveston, Texas. It is 25 years since Tom left the East, and both he and Mrs. Moss had a chance to visit many old friends.

■ ■ Miller Riddle, Lipton's Pacific Coast manager, has not been too well of late.

He has been confined to his home with an illness which rest and diet can cure. A few weeks more will see him back on the job. In the meantime, W. F. McMahon, general field supervisor for Lipton's in the New York Office of the company, is taking Miller's place. Mr. McMahon was at one time an assistant to Miller, when he was located at the San Francisco office.

■ ■ E. A. Johnson, Sr. was off again last month, this time to attend the Canadian Tea and Coffee convention at Quebec.

■ ■ Recently the Western States Tea Association held its fourth annual picnic at San Mateo Memorial Park. It was a beautiful day for a picnic and, including the old folks and the children, there were 68 in attendance. Marian Sanders, of Standard Brands, was chairman, and he certainly kept things moving. The kiddies' games were in the hands of Carl Corey, assisted by his wife, more experienced in the handling of youngsters. For the all-important game of horse-shoe pitching, Jim Mahoney, Sr., did right well as a handler. Honors went to John Sigfried and Wallace Riese.

Marian Sanders almost lost his voice calling for the Bingo game and John Sigfried had to step in at times to re-

lieve him. It seemed as though tons of coffee, tea and other articles supplied by the firms of the participants were given away as presents.

Eddie Castleman served steaks and a meal that even Ma could not improve on. From the first gong to the last goodby, Ed Spillane was there, serving the liquor and tossing in a hot dog when needed.

■ ■ The Grace Lines gave a golf and dinner party at the Orinda Country Club in the East Bay hills which drew 60 members of the coffee fraternity. Acting as hosts were D. M. Lilevand, Grace Lines V. P., and Harry A. March, of the same company, who had charge of the party. Also assisting were Frank Hardy, assistant freight manager, and John Tomlin.

Of the 30 golfers, James A. DeArmond, of Folger's, made low gross, while Weldon H. Emigh and Jack Berrard tied for second place. Neil Hopping was high gross, Jack W. Schimelpfenig low net, Bill Seely second low net, Bill Rowe and Carl Corey third low net, and Joe Fitzpatrick fourth low net.

■ ■ Mr. and Mrs. William Pennington are spending a few days in New York and may later come to San Francisco. Mr. Pennington is the agent in Guatemala for the Joseph G. Hooper, Jr., Co.

■ ■ Vic Howard, of the W. L. McClintock Co., recently made a trip to Los Angeles to visit the trade.

■ ■ Oswald L. Granicher, of Ruffner, (Continued on page 134)

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New York News

■ ■ Deeply concerned with the restrictions on shipments from the port of Paranagua, the Green Coffee Association of New York City has been working on the question with considerable energy.

At a special meeting of the board of directors last month, President A. A. Anisansel presented a report on the situation.

The board named a committee to continue studying the matter and to "consult with the proper governmental agencies for advice and guidance on further courses of action" by the association.

Comprising the committee are Mr. Anisansel, Fred C. Byers and P. L. Stetzer.

■ ■ A new firm has appeared on Front Street, following the announcement that the Brazilian Warrant Co., Inc., New York City, discontinued active operations as of October 1st.

John G. Cargill and Robert F. Dennison, top men in the Brazilian Warrant organization here, announced the formation of Cargill & Dennison, to conduct business as coffee shippers and shippers' agents, with headquarters at 101 Front Street, New York City.

In addition to other activities, it was stated that Cargill & Dennison would continue the business which had been conducted by the Brazilian Warrant Co., Inc., New York City.

In New Orleans a similar development took place with the formation of Hanemann and Cummings, a new firm, which succeeds to the activities of Brazilian Warrant in that city. Albert Hanemann and John J. Cummings, Jr., organized the new company.

■ ■ A number of additional 101 Front Street addresses can now be added to your records. Bill Lee has moved his W. H. Lee Co. from 91 Front to 101. Also in the newly modernized building at 101 is the New York City Green

Coffee Association, which had been at 78 Front.

■ ■ Sailing to Brazil last month on the Moore-McCormack luxury liner Argentina was Frank Kurtz, chairman of the board of the American Coffee Corp. Mr. Kurtz was accompanied by his wife.

■ ■ J. V. O'Donnell, assistant manager of Moore-McCormack's Santos office, who had been in the United States on a visit, returned to Brazil on his company's liner, the Argentina.

■ ■ The firm of J. Arango & Cia., Ltda. has been organized in Medellin, Colombia, for the export of coffee, under the partnership of Jesus Rango, R. and Alberto Torres. Mr. Arango is well known in Colombian coffee circles, where he has been active for many years. Mr. Torres was formerly with Grace & Co., C.A., in Colombia. The new company is represented in the U. S. by L. E. Toro, Inc.

■ ■ Standing committees for the coming year have been named by the board of directors of the New York City Green Coffee Association:

Finance and executive: W. H. Lee, chairman, H. F. Baerwald and C. L. Hudnall.

Contract: E. J. Walker, chairman, J. G. Cargill, John Heron, C. A. Mackey and C. F. Slover.

Education and publicity: J. T. Daly, chairman, H. M. De Hos and B. A. Livierato.

Traffic and warehouse: F. C. Byers, chairman, Fred P. Burnham, R. Heckko, Frank Livingston and Charles Monohan.

Commission and brokerage: L. E. Ehrhard, chairman, John Delay, Durand Fletcher, W. L. Korbin and W. K. Lederhaus.

Membership: C. T. Ney, chairman, J. E. Burt and J. J. Enright.

Trade and statistics: T. R. Korbin, chairman Jacques Coe, M. H. Runkel,

Lou Schlesinger and S. B. Willey.

By-laws: H. F. Baerwald, chairman, L. Blumberg, J. T. Daly, R. A. Medina and G. H. Scheidemann.

Spot quotation: P. L. Stetzer, chairman, C. H. Bolte, W. A. Klosterman, T. J. Mangieri and Harry McComb.

Arbitration: C. L. Hudnall, chairman, C. W. Behrend, F. W. Ehrhard, Jr., A. M. Kaiser, Fred Kohn, E. P. McCauley and G. H. Scheidemann.

Standard type: C. F. Slover, chairman, C. T. Ney, H. F. Sneden, R. H. Sues and E. J. Washa.

Standard type (alternates, African): J. G. Cargill, J. P. Norton and Lou Schlesinger.

■ ■ Returning home to New Zealand last month was Lewis Charles Baker, who is associated with W. Gregg & Co., Ltd., Dunedin, leading coffee packers on that island. He had been here for a three-month fellowship at M.I.T.

Coffee operations in the U. S. are like those in New Zealand in some ways, different in other ways. The roasting equipment there is Jabez Burns machinery, as is true here. More glass is used there for vacuum packing than here. Gregg actually makes its own cans for packing its coffee, Mr. Baker said.

Tea is easily the leading beverage in New Zealand, but coffee was growing in popularity until the drastic price rise in the fall of 1949. Demand is heavy for coffee- and -chicory blends, and Gregg & Co. follows the unique policy of growing its own chicory.

Gregg's coffee comes mostly from Central Africa, but the firm also buys some Santos, although the dollar shortage gets in the way there.

■ ■ Bingham & Co., Inc., and the Bingham Brokerage Co., Inc., have announced the removal of their offices to the fourth floor of 135 Front Street.

■ ■ Falling leaves are a sure indication that autumn is at hand. Around Front Street, where leaves are scarce, an even surer sign is the resumption of the green coffee bowling tournament. The knock-'em-down-and-set-'em-up boys are at it again. We'll keep you in touch with scores.

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New Orleans Notes

By W. McKENNON

■ ■ Albert Hanemann has announced to the coffee trade that the firm of Hanemann and Cummings has been formed and begins operations as of October 1st, 1951. The firm is composed of Mr. Hanemann and John J. Cummings, Jr., who have been president and treasurer respectively of the Brazilian Warrent Co., Inc.

The firm of Hanemann and Cummings succeeds to the activities of the Brazilian Warrant Co., Inc., New Orleans, which ceased operations on that date. The offices of Brazilian Warrant at 223 Magazine Street, New Orleans, have been taken over by Hanemann Cummings and their will be no changes in cable addresses, etc. ■ ■ The National Coffee Committee of Honduras has officially appointed David Kattan of New Orleans to represent them at the national coffee convention at Coronado, California.

■ ■ C. J. Lafaye has just returned from a business trip through the Southeast in the interests of his firm, W. D. Roussel & Co., Inc.

■ ■ William Carter, secretary-treasurer of the New Orleans Board of Trade, Ltd., has returned from Chicago where he attended the Institute of Trade Association Executives, held at Northwestern University.

■ ■ David Kattan was elected first vice president of the Export Manager's Club of New Orleans at their regular meeting last month.

■ ■ A luncheon party in honor of Antonio Stockler de Queiroz and M. A. Costa was held at Antoine's Restaurant, with full attendance by the coffee trade.

■ ■ George Gernon, of Ruffner, McDowell & Burch's New Orleans office, has returned from a business trip through the South.

■ ■ Henry Kattan, of the Antonio Kattan Co., is a visitor in New Orleans, where he enrolled his daughter in the Ursuline College for her second year.

■ ■ John Naumann, of Naumann, Gepp and Company, Ltd., visited Albert Hanemann here in September. Mr. Naumann was accompanied by Antonio Stockler de Queiroz, former head of the National Coffee Department of Brazil, and M. A. Costa, who also made their headquarters with Mr. Hanemann.

■ ■ Mr. and Mrs. Earl P. Bartlett have just returned from a trip to Chicago and New York on business and pleasure.

■ ■ Sam Israel, of Leon Israel and Bros., Inc., New Orleans, recently left for Brazil, via New York.

■ ■ This column is happy to report that Lt. Col. R. B. Robertson, of J. E. Cathalogne, was in Fort Sill, Oklahoma recently for a tour of active duty and not stationed there permanently. He is back at his desk in the coffee business and not in uniform as our August news item indicated.

■ ■ Fred W. Delamain, of J. Aron & Co., Inc., attended the Southern Coffee Roasters Association meeting at the Tutweiler Hotel, in Birmingham, Alabama, last month.

■ ■ A. E. Graves, of Anderson, Clayton and Cia, Santos, recently spent some time at the offices of C. A. Mackey and Co., Louisiana, Inc., and visited the New Orleans trade.

■ ■ Alvan Zander is back at his desk, having returned from a trip in the interests of Zander and Co., Inc.

■ ■ C. H. D'Antonio has been appointed to marshal the parade schedule here for National Dog Week.

■ ■ Miss J. E. Hote, secretary of the New Orleans Green Coffee Association, has returned from a vacation at her home, Mon Repos, on Barataria Bay. While there, Miss Hote entertained many friends from New Orleans with crab and shrimp boils and enjoyed a pleasure boat trip on Lake Salvador.

■ ■ Tom Buckley, of the F. D. Wilcox Co., Inc., has returned from a business trip.

■ ■ Wilmer T. von Gohren and his family have returned from a vacation trip.

■ ■ Word has been received here that Pedro Barreiros, of Leite Barreiros, Santos, sailed with his wife and niece for the U. S. and will visit New Orleans following the national coffee convention in Coronado.

■ ■ A. J. Forstall, of the F. D. Wilcox Co., Inc., is out of town on a business trip.

■ ■ Ed. J. Ganucheau, of J. Aron & Co., Inc., returned to his desk recently after vacationing for three weeks.

■ ■ M. H. Badt, secretary-treasurer of J. Aron & Co., Inc., returned from an extended vacation trip on the West Coast.

St. Louis

By LEE H. NOLTE

■ ■ The 1951 golf season of the St. Louis Coffee Club wound up with two big events.

The Inter-City golf match between the Chicago Coffee Club and the St.

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Louis Coffee Club was one of the events. Chicago was represented by T. W. Sexton, Alvin Cohn, J. Menary and D. Palicki; St. Louis by Walter Landmann, A. F. O'Brien, Harold Braun and John Good. The tournament was played over the course of the Sunset Country Club, with beautiful weather. St. Louis won by five strokes. The cup was donated by the Continental Coffee Co., of Chicago.

The Chicago club has invited the St. Louis club to come to Chicago for the 1952 tournament. The 1952 cup will be donated by Pete Rubinelli, of the Star Coffee Co., St. Louis.

The St. Louis Coffee Club held its handicap tournament at the same time. The winner of this trophy was Lloyd Regas, with a net of 64. Mr. Regas is production manager for Old Judge Coffee. Runner-up was Paul Majesty, with a net of 65. He is manager of the St. Louis office of Hazel-Atlas Glass Co. Jim Forbes won the hole-in-one contest. Jim is president of James H. Forbes Tea and Coffee Co.

Other guests were A. F. Kaufman, of J. Aron & Co., Inc., Minneapolis; Dave Courtney, Ruffner, McDowell & Burch, Inc., Chicago; Jim McClenahan, of the Moore-McCormack Lines.

A good crowd turned out. A delicious steak supper was served at the club, with about 50 in attendance. After dinner, there were many beautiful prizes awarded, donated by the coffee trade and allied fields. The committee asked that I express deep appreciation to the many friends who helped to make this event so successful by donating the beautiful prizes.

Dave McKay says thanks, again. Dave and his committee, Walter Landmann and Don Hawken, put on a swell party and the club greatly appreciates their efforts. Of course, there were liquid refreshments, and all the boys seemed to have a big time from start to finish.

Vancouver By R. J. FRITH

■ ■ W. W. Grieb, of Chicago, sales engineer for the B. F. Gump Co., was calling on the coffee roasting trade in Vancouver recently.

■ ■ Arthur Woelfle, of San Francisco, and Harold King, also from the City of the Golden Gate, visited roasters in

Vancouver recently. They are both associated with J. Aron & Co., Inc., in the San Francisco office.

■ ■ Henry Schmidt, coffee manager for Nabob Foods, Ltd., Vancouver, will be among those present at the San Diego convention of the National Coffee Association.

■ ■ A. H. Salter, of Harrisons & Crosfield, Colombo, was visiting old friends in the tea trade at Vancouver. While in town, he was the guest of C. A. M. Cooke, general manager of the firm's tea and coffee business here. Mr. Salter will spend some time traveling in United States and Canada before returning to his home town.

■ ■ J. D. Murchie, well known in tea and coffee business in British Columbia, announces the purchase of Carey's Tea and Coffee Co., 716 View Street, Victoria. B. C. Carey's is an old established retail store in British Columbia's capital city, and no change is contemplated in the organization at this time. Mr. Murchie retains his retail tea and coffee store, Murchie's, at 1008 Robson Street, Vancouver. |

■ ■ A. M. Vickers, of Lipton's Vancouver sales agency, reports exceptional success with his firm's recent offering of a special carton of Lipton's containing 15 extra tea bags for an extra dime. This special was featured in several Vancouver stores. It may be repeated.

■ ■ Joe Diamond, of National Spice Mills, reports a good market in Vancouver for good spices, at firm prices. He reports a good supply of poppy and caraway seed from Holland, where crops of these items have been good, and prices attractive. Nutmegs, recently threatened by a strike in Grenada, are in good supply.

■ ■ In Vancouver, and throughout the Province, the summer was long, dry and hot, and the Tea Bureau made a special effort with its campaign on iced tea. This was very successful, many cafes and restaurants and some clubs installing the special equipment needed. They had at first turned away from the idea, but the advertising and sales promotion work done in national magazines, and by the local Tea Bureau "sold" them on the idea, with practical results.

Here, there

Coffee is still rare and expensive enough in Germany to be a cause of crime, notes the Coffee Trade News, London. When five former Polish guards were found guilty of stealing coffee from a U.S. Army store, they were sentenced to terms in jail of six to 16 months. Their plea to serve in Korea instead failed.

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Southern California By ANDREW S. MOSELEY

■ ■ With the 52nd annual convention of the California Grocers' Association, coffee men appeared in the news as members of that famous organization, the Illuminators. Among them were Les Irvin, Hills Bros. Coffee, Los Angeles, and Larry Moore, J. A. Folger & Co., San Francisco, who are Left and Right Side-Lite, respectively.

■ ■ We understand that Bill White, of the Huggins-Young Co., past president of the Southern California Coffee Roasters Association, is vacationing in Jackson Hole, Wyoming, big game hunting. Bill is a sportsman from way back, and we are looking forward to hearing some interesting tales.

■ ■ Jack Cohn, president of Continental Coffee Co., Chicago, was a visitor in Los Angeles for several days. Mr. and Mrs. Cohn enjoyed a short vacation at Coronado.

■ ■ Weldon Emigh spent a few days in Los Angeles following his return from Brazil and, we understand, has appointed W. J. Morton, Inc., as their representatives in the Los Angeles area.

■ ■ Moore-McCormack Lines were hosts at a cocktail party at the Biltmore Hotel honoring Jack O'Donnell, in charge of the Santos office of the company. The coffee industry was well represented, as they usually are at least interesting and delightful gatherings.

■ ■ Jim Duff recently returned, well sunburned, from vacationing at the beach.

■ ■ Seen at a recent Rotary Club luncheon at the Biltmore Hotel were coffee men Walter Emmerling, Gene Weaver, Ted Lingle and Bill Waldschmidt.

■ ■ John Mack, Southern California regional vice-president of the Pacific Coast Coffee Association, and Directors Earl Lingle and Bill Waldschmidt, attended a directors' meeting of the Association in San Francisco last month.

■ ■ Of interest to the Southern California coffee trade was the recent formation of the Los Angeles Coffee Club, an organization comprised of the younger members of the trade. We understand the members are to be recognized as junior members, with those over the age of 40 and not active in the club, to be recognized as "honorary and respected" members.

The new organization in no way will

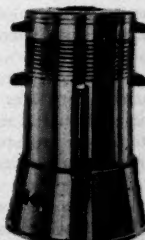
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conflict with the Pacific Coast Coffee Association or the Southern California Coffee Roasters Association, and comes into existence most for social functions and a better opportunity for the younger members to become acquainted.

Victor Cain is the first president of this group, with Earl Lingle, Jim Knecht and Donald Dunn, as vice-presidents.

As the man on the next stool said: "There are a lot of vice-presidents in this league." We wish this new, fine group success in the years ahead.

■ ■ **THOUGHTS OF THE MONTH:** THE COMING NATIONAL COFFEE ASSOCIATION CONVENTION AT CORONADO . . . AND WE WILL BE SEEING YOU . . .

San Francisco

(Continued from page 129)

McDowell and Burch, Inc., spent a good part of September in Brazil. It was on business, and he went alone.

■ ■ Manning's has opened a beautiful new restaurant in the Stewart Hotel on Geary Street. It is a good place for some of the green men to taste the coffee they sell to the company.

■ ■ Bill Lynch, of W. R. Grace & Co., recently returned from Brazil. He must

have passed several green men from San Francisco on the way.

■ ■ Moore-McCormack Lines gave a cocktail party in honor of J. V. O'Donnell, assistant manager at Santos for the company. The place was the San Francisco Commercial Club. Acting as hosts were Vice President K. C. Tripp, Pacific Coast manager, and H. K. Grady, western freight traffic manager, along with members of the traffic department. Members of the coffee trade were well represented and included all the well known figures in the business.



At the golf and dinner party given by the Grace Lines at the Orinda Country Club, Orinda, Calif. From left: Harry A. Marsh, Waldon H. Emigh, Grace Lines v.p. D. M. Lilevard, John J. Beardsley and W. A. Ehrhardt.

■ ■ Folger's giant tulip offer got under way last month. It is their second garden premium. Five genuine imported Darwin tulip bulbs, with an additional special bonus bulb, will be given away to anyone sending the band from a tin of Folger's, accompanied by 25 cents. Frank Hemingway is pushing the offer on the 77 Mutual and Intermountain radio outlets that carry his voice in two-day programs. To further insure record returns, Folger's has produced store display cards and "take one" leaflets, picturing the beautiful tulips in all their colors.

Tea's greatest asset

(Continued from page 111)

be measured correspondingly.

I firmly believe that the tea industry today has been a victim of an apparent lack of foresight by failing to get young men to take a more active part in the affairs of the industry and by failing to provide opportunity for advancement on the same basis as many of our more progressive industries.

I am personally convinced that the action taken several years ago by the directors of the Tea Association in forming a Junior Board of Directors was a forward step in correcting this unfortunate situation. Certainly, what has transpired since that time is an indication that when given an opportunity, young men can develop ideas which we older men, by reason of our conservativeness and caution, may fail to foresee.

I think that the organization of the Tea Council and the contributions of the packers of the United States in a national effort to strengthen the position of tea are direct results of the fine work of the younger men of our industry through their Junior Board activities. There are many other things they have accomplished which indicate to me they are wideawake and definitely interested in the future of tea.

The strength of any industry is not, in my opinion, in the product or products it distributes, but in the people who manufacture those products and sell them; the people who plan the promotions and the advertising. And the better the brain-power, the more success the industry will have.

Any industry which has experienced a period of declining consumption finds that its intelligent young men are apt to be pessimistic about the future and can be easily swayed into changing fields. Therefore, I think

it behooves each and every one of us in the tea trade to make certain that we are well staffed with aggressive youths who will remain in the industry. It is our responsibility to guide them and give them all the help we possibly can, but at the same time we must be careful not to tie a halter around their necks so that they cannot advance rapidly enough to keep them interested.

There is a common fundamental in business—if you invest wisely, your returns will be justly rewarding. Therefore, invest in the youth of America, because with them, and only with them, can tea come into its rightful place as one of the most popular beverages in the United States, just as it is in other parts of the world.

There are five areas of job satisfaction essential to keep the young men of our country interested. They are Fair Pay, Opportunity, Security, Recognition and Participation. It seems to me that if the members of the Tea Industry would consider further these five points and really believe in them and put them into practice, they would keep the younger men more enthusiastic about the tea trade, and there would be no limit as to where we could go as an industry.

The problems facing our industry can be overcome by the oncoming generation of young men who have the courage, tolerance, patience and ability to take the lessons we have learned and use them as a platform from which to go on to greater heights.

I would urge these young men to prepare themselves now for that which will be required of them when they become leaders of business. They must understand government, politics and human relations as thoroughly as they understand productive processes, profits and sales methods. They must be diplomats, because it will require real diplomacy to deal with the complex legal and social factors of the future.

Tea Movement into the United States

(Figures in 1,000 pounds)

	May 1950	June 1950	July 1950	Aug. 1950	Sept. 1950	Oct. 1950	Nov. 1950	Dec. 1950	Year 1950	Jan. 1951	Feb. 1951	Mar. 1951	April 1951	May 1951	June 1951	July 1951
Black																
Ceylon	3,985	5,042	4,837	5,389	5,065	2,925	2,748	2,104	44,266	1,878	2,125	2,991	2,900	2,597	2,309	2,787
India	3,709	2,967	1,301	1,178	2,906	3,840	5,119	3,228	41,678	3,719	2,894	4,000	4,460	5,888	2,233	909
Formosa	331	115	70	306	234	891	835	450	4,556	136	236	253	366	197	284	260
Java	1,335	461	600	791	578	687	365	397	8,206	595	583	844	774	549	552	605
Africa	1,159	644	453	764	335	90	1,149	873	6,933	886	450	714	747	715	684	652
Sumatra	153	102	71	134	77	43	61	10	952	55	200	196	29	20	75	65
Congou	1	1	7	15	2	22	8	31	93	12	6	3	13	3
Misc.	165	31	48	33	30	160	249	149	1,127	31	52	21	69	27	205	42
Green																
Japan	66	397	907	948	921	462	256	66	4,523	16	27	267	68	8	103	460
Ping Suey	30	1	6	29	37	4	106	83	22	1
Misc.	...	3	41	40	43	69	55	55	442	15	1	17	10	32
Oolong																
Formosa	3	7	...	9	20	187	170	4	534	7	44	41	25	26	21	1
Canton	8	11	3	15	33	45	13	13	163	11	7	18	21	6	5	...
Sentd Cntn	5	9	7	22	35	48	15	7	180	11	10	36	21	6	1	3
Misc.	6	10	5	3	...	15	11
Mixed																
Misc.	4	...	3	12	23	37	20	6	137	5	10	20	15	2	0	1
TOTALS	10,994	9,791	8,378	9,863	10,318	9,540	11,109	7,395	113,811	7,460	6,667	9,438	9,518	10,075	6,871	5,787

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson.

Nebraska housewife is millionth visitor to London's Tea Centre

A young American housewife, Mrs. Mary Douthit, of Fremont, Nebraska, was the millionth visitor to London's famous Tea Centre in Piccadilly Circus.

The Tea Centre, originally opened in July, 1946, has had renowned visitors from all over the world to view its displays of tea accessories and sample the many varieties of tea served.

Mrs. Douthit and her journalist husband, Hal, were visiting England for the first time and had gone to the Tea Centre to select an English teapot, the first item on their vacation shopping list.

The young couple found their casual shopping tour turned into quite an occasion. They were greeted in the foyer by the commissioner of the London Tea Bureau, R. L. Barnes, who presented them with a special tea birthday cake and a 22 piece tea service, including, of course, the all-important teapot Mrs. Douthit was seeking.

Sources of tea for U.S. in 1950 are summarized

Asia supplied about 92 per cent of the tea imported into the United States in 1950, and Africa accounted for practically all the balance. Imports from Asia totaled 105.6 million pounds in 1950, compared with 89.1 million pounds in 1949 and a prewar average of 78.5 million pounds. Tea imports from Africa rose rapidly from a prewar average of only 36,000 pounds to 5.6 million pounds in 1949 and 8.2 million pounds in 1950.

Ceylon was the most important source of tea imports into the United States in 1950, followed by India and Indonesia. Tea imports from Ceylon amounted to 44.6 million pounds in 1950, substantially higher than 1949 imports of 31.7 million pounds but slightly lower than 1948 imports of 45.1 million pounds.

Imports from India totaled 40.5 million pounds in 1950 compared with 33.2 million pounds in 1948 and 28.1 million pounds in 1948.

Other important sources of the United States tea imports in 1950, and the amount in millions of pounds furnished by each, were as follows: Japan 4.9, Mozambique 4.6, Taiwan 3.4, British East Africa 3.0, and China 2.6.

Tea in Indonesia

(Continued from page 118)

some chance of succeeding in the future. Those who returned to the properties they managed before the war were bewildered to find, in place of their beautiful, well kept gardens, trees some 25 or 30 feet high; and in place of the buildings in which they had lived and the factories and machinery with which they had worked, a tangled mass of steel and odd heaps of rubble.

However, the work of "pruning" the tea was commenced, and from somewhere or other the money was found for the rebuilding and re-equipping the tea factories.

From the tea jungles gradually there emerged the well kept gardens which the planters knew and loved, while the wheels of his new factory began to turn out a product which in the opinion of most experts was fully equal in quality to that produced prewar.

During the second world war and the uncertain times there-after, large losses were incurred through enforced neglect and destruction; rehabilitation was retarded by the lack of security which still continues. We would, however, have been shortsighted indeed if we had allowed ourselves to be influenced thereby. A good farmer looks far ahead, and although this is difficult we try to do the same.

A long range production policy can only be successful if we remember that our product has to find a market. It is, therefore, only a wise policy for the future to follow the old conception and to continue to give our attention to tea promotion which, as soon as times are better, will enable us to dispose of our product.

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Jabez Burns #12 Coffee Grinder.
Jabez Burns No. 35 Coffee Roaster.
Burns 2 and 4 bag Jubilee Roasters.
Day & Robinson Dry Powder Mixers.
Huhn Steam and Gas Fired Dryers.
S. & S. Model A Transwrap.
Pony ML and MX Labelers.

World and Ermold Rotary and Straight-
away Automatic Labelers.

Triangle G2C, A6CA Elec-Tri-Pak Fillers.
S. & S. G1 and G2 Auger Fillers.

S. & S. HG88 Duplex Auger Filler.

Whiz Packer Volumetric Fillers.

Filler 2, 4 and 8 Head Piston Fillers.

Amsco Rotary Sealer.

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JABEZ BURNS 6, 7. ADDRESS BOX 119,
CARE OF COFFEE AND TEA INDUSTRIES.

WANTED: Two old style coffee roasters, two bag capacity. Write American Cereal Coffee Company, 611 West Division St., Chicago 10, Ill.

EQUIPMENT AND SUPPLIES WANTED

WANTED: Burns 2 to 4 cylinders Coffee sample roaster. Write giving particulars to Box 200, care of Coffee and Tea Industries.

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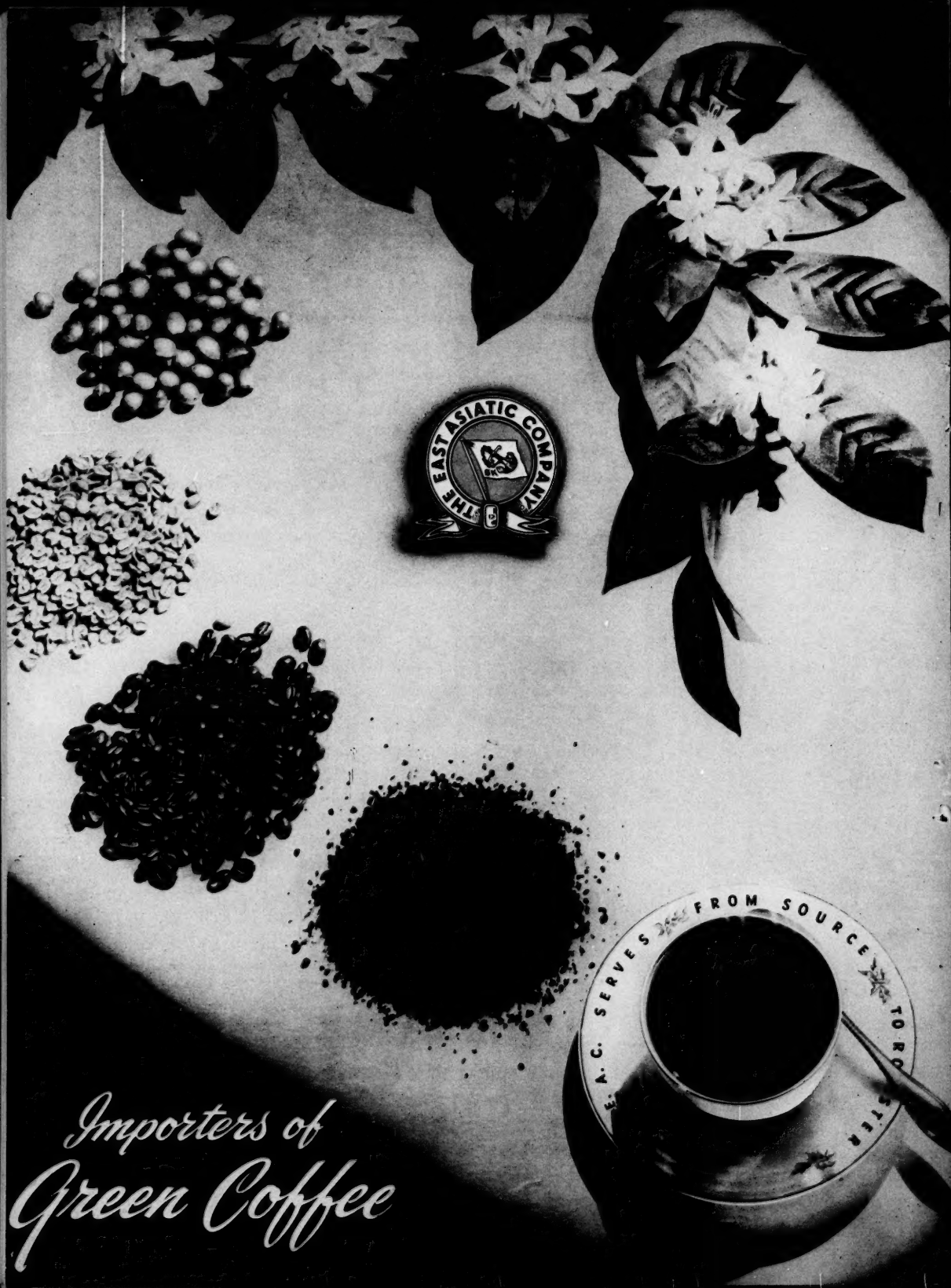
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